

NEW LINES

• Boca Raton, Fla.-based **Roman Savell** introduces the Bravo Bag, a luxury diaper bag made of lightweight lambskin with patent leather detail (\$120 wholesale) or satin nylon with lambskin trim (\$70). The numerous compartments include a thermal insulated and leak-proof area for bottles and sippy cups; a bottom storage compartment has sections for diapers, wipes, extra clothes and toys. The bags are available in black, gold, red or tan. Call (561) 542-1417 or visit www.romansavell.com. • A new line of fashionable organic cloth diapers from **Blueberry Diapers** of Knoxville, Tenn., provides an eco-friendly alternative to disposables. The diapers are made from a mix of polyester, cotton and hemp and contain no bleach, chlorine or pesticides on the cotton fibers. Thirty-two assorted colors and designs include stripes, dots and zebra, cheetah and pink dalmatian prints. Wholesale prices run \$14.50 to \$18. Call (877) 846-6848 or visit www.blueberrydiapers.com. • Newport Beach, Calif.-based **Balboa**

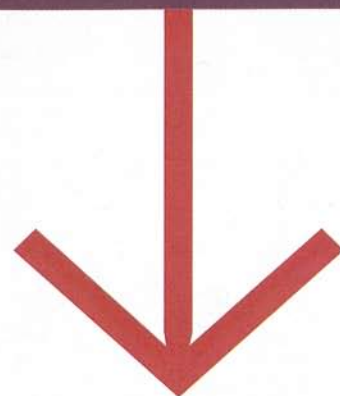
ent positions: sitting, cradle, forward, cuddling and toddler style. Serene Slings are available in sizes XS to XL and come in solids, jacquard prints and dots. Colorways include green and lime, ivory and mocha, brown and blue, and black and white. Wholesale prices are \$70 for solids and \$75 for prints. Call (866) 465-7075 or visit www.balboababy.com. • Costa Mesa, Calif.-based **Little Fit** offers trucker and skater hats for babies and toddlers. Designs include "Skate or Cry," "AB/CD," a skull and crossbones, and a four-leaf clover. There is also an all-American baseball design as well as basics in solid red, black, blue, pink and brown. The hats are sized from 47 cm (ages 1 to 3) to 51 cm (3 to 5). An adjustable band allows the caps to grow with the child. Wholesale prices are \$8 to \$11. Call (949) 500-6771 or visit www.littlefit.com. • **Sweet Grass Farm**, a soap and toiletry company based in Greenland, N.H., introduces FarmBaby Lavender Nursery Spray. The 9-ounce bottle of sanitizing spray is made with



Roman Savell



Blueberry Diapers



Vendor Updates

Gerber Childrenswear Adds Organic Bedding and Bath

Gerber Childrenswear of New York is expanding its Organic Collection to include 100-percent cotton bed and bath basics such as knit burp cloths, wearable sleep blankets, washcloths, hooded bath towels and crib sheets. "As consumer awareness continues to grow through the organic food movement and other health and environmental concerns, companies will have to develop new technologies, products and processes that demonstrate a commitment to social responsibility," said Jeanne Dullea, vice president of business development. Designs include natural earth-tone colors and earth-friendly animal prints. For wholesale price information, call (800) 443-7237 or visit www.gerberchildrenswear.com.

Artsana Acquires The Boppy Co.

Grandate, Italy-based Artsana Group, owner of infant product brand Chicco, recently