

STYLISH BERBIBS FOR THE WET SET

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Move beyond the baby-toddler stages of parenting and you invariably come upon great advice/ideas/products that you sure could have used in those early years.

Case in point: Baby Chaleco's stylish shirts would have saved me lots of laundry.

My son, who is now 5, was a champion drooler requiring several changes a day. In the baby pics, yup, there he is with a bib and a giant wet spot on his chest!

But back then, Baby Chaleco (babychaleco.com) didn't exist. The Bellevue, Wash., company started last year by mother-of-three Carol Schiller, creates "performance wear" for babies. Designed like a top, they have a soft, absorbent outer layer but are lined with a waterproof performance fabric. The berbibos have developed a loyal following among parents of droolers, teethingers and babies with acid reflux.

Schiller created Baby Chaleco after her third child, a boy, soaked one too many an outfit. Using her background in fashion - she's worked for L.L.Bean and Kenneth Cole - she focused on performance, comfort and style. With names like Jock, Frock and Dribble Buster, there are designs for girls and boys priced from \$36 to \$38. So do boys drool more than girls? Baby Chaleco's first year of sales seems to suggest so: 65 percent of orders were for boys.

Says Schiller: "Parents tell me all the time, [when it comes to drooling] oh yes, my son was the worst."

- Kavita Varma-White

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Abstract (Document Summary)

[Carol Schiller] created Baby Chaleco after her third child, a boy, soaked one too many an outfit. Using her background in fashion - she's worked for L.L.Bean and Kenneth Cole - she focused on performance, comfort and style. With names like Jock, Frock and Dribble Buster, there are designs for girls and boys priced from \$36 to \$38. So do boys drool more than girls? Baby Chaleco's first year of sales seems to suggest so: 65 percent of orders were for boys.

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