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ATTENTION \_\_\_\_\_

### **“Cover Your Baby with Style”**

Bellevue, WA, July 19, 2007: Parents of new babies soon learn it's not only the baby's bottom that gets wet. New babies are adorable, but they tend to spit up and drool, especially when teething. Keeping them clean and dry can be an all-day struggle, adding to the already giant pile of changing and laundry that new parents face. With its stylish new line of baby bibs, Bellevue, WA-based start-up Baby Chaleco aims to reduce that pile by giving parents a new option.

Carol Schiller, the company's founder says that inspiration struck with her third child. Unlike his older sisters, her first boy was a world-class drooler. “I was going crazy trying to find a dribble bib that actually worked, let alone looked stylish. All the bibs I tried either soaked right through, flopped around or got yanked off. I was changing his bibs and his clothes constantly. So I set out to create a new kind of garment: something he could wear comfortably for hours and that would look better than bibs, which are really unattractive.”

The result is a Baby Chaleco, a performance garment that works like a waterproof bib, but looks like clothing. The secret to its performance lies in its unique combination of materials and shapes. With its outer layer of soft, absorbent fabric and an inner lining of waterproof nylon, the Baby Chaleco offers unmatched moisture protection. The garment shapes enhance this protection by offering all-over coverage that won't shift when the baby moves. Finally, coming in designs created specifically to work with the baby's existing wardrobe, it weds function with style.

Ms. Schiller is not new to the world of fashion design. Before moving to Bellevue, she worked at several fashion houses in New York including Kenneth Cole, Ralph Lauren and Anne Klein. In addition to American fashion, she traces the inspiration for the collection to Japanese design, which she discovered while living in Japan for several years, as well as her experiences as the mother of three young children. “The designs are meant to be both practical and pretty,” she says. “We intensively researched the most popular color palette of the season and matched our designs to that. The point was to make something that looks good with baby's existing clothes, not something that will ruin the outfit like an ordinary bib.”

The initial collection consists of seven basic styles with witty yet accurate names such as the “Dribble Buster” and the “Bubble Blocker”. Parents can choose the style that best fits their child and their needs. Sizes range from newborn to toddler, so there are plenty of options for eating bibs, too.

Before Ms. Schiller began producing commercially, she tried out prototypes on her son and the children of friends, and they soon attracted rave reviews. Seeing a sample on little Jacob at a community gathering, one new grandmother asked to buy one. When she was told they were not yet being manufactured, she offered to pay any named price on the spot for the prototype.

She won't have to wait long to purchase one at retail. The line will make its debut at the Children's Club Exhibition at the Jacob Javitz Center in New York City to be held from July 29-31. Product should start arriving in retail stores around the second week in October. Direct inquiries to [info@babychaleco.com](mailto:info@babychaleco.com).

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Story Prep information

Website: [www.babychaleco.com](http://www.babychaleco.com)

Photo opportunity: Product samples available for photography.