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Spot-light on: Mia Belle Baby



Meet the Mom Behind Mia Belle Baby



Who is Mia Belle Baby? Where are you located?

Mia Belle Baby designs baby couture and accessories and wholesales to specialty and boutique baby stores nation wide. Vintage inspired chic for modern tots is our basic philosophy. Mia Belle Baby focuses on fulfilling modern parents' demand for quality and function while preserving the beautiful timeless styles that our mothers and grandmothers cherished when they were young mothers. Each product is carefully selected based on what is most essential and most often used in babies' first years of life. Coco Chanel said it best "Luxury must be comfortable otherwise it's not Luxury". With that in mind Mia Belle Baby defines itself with effortless luxury, exquisite fabrics and clever designs. We are located in Miami Florida.



How did you come up with your business name?

My daughter was my muse and inspiration for all of my designs. Her name is Mia Anabelle, so the name of the company evolved to Mia Belle. This is in honor of my muse as well as a play on words in different languages, Mia meaning mine in Italian and Belle meaning Beautiful in French.



When and why did you decide to start your own business?

I come from a family of entrepreneurs. My family immigrated from Russia when I was 9 and my father was my role model in terms of overcoming cultural and monetary obstacles to become a successful business owner. I went to business school and I always knew that owning my own business is the path that I want to take. It wasn't until my daughter was born in 2006 that I knew exactly what kind of business it would be. Although I have to say that I minored in Apparel and merchandising, and fashion and design were always of particular interest to me.



How did you get started?

As a young mom I came across a lot of really nice products but eventually I started adding my own little modifications to products or making new products all together to accommodate my daughter. I became a regular at Jo Ann fabrics and started making all kinds of things for my daughter. Other moms began to notice the products and give me really positive feed back and that is how Mia Belle Baby was born.



What motivates you to keep your business going?

I find that with every success and reached milestone, I feel extremely fulfilled. There is nothing like starting from scratch and seeing your vision and dream materialize. It gives me a real sense of accomplishment and self worth.



Do you have a particular product that's unique, a best-seller, and/or that you are promoting on your site?

Our products are not only beautiful but they can also become the most useful and necessary staples for children.

- Our “Slumber Tote” can help establish good sleeping habits that last a life time with our patent pending bed time soother
 - Our chic vintage denim knee pads can help babies encourage and stimulate the achievements of crucial motor skill mile stones.
- We carry stroller liners that dress up and preserve any kind of stroller. Our stroller liner comes with a unique attached foot pouch that works as a blankey substitute on the go
 - Snuggly matching blankets and cushions/pillow sets
 - Mia Belle Bunny Pal Bunny pal and pacifier clip set: The specially designed bunny ears also function as a soother to help baby self sooth at home or on the go using the same concept as our patent pending soother on the “Slumber Tote”. Detachable custom fleur-de-lis pacifier and bunny clip doubles the convenience factor.
- Luxurious hooded towels- The biggest and cuddliest hooded towel on the market. This towel has an adjustable size hood and can be fit from new born to 4+years.

Each Product accentuates function in luxury. Mia Belle Baby offers unique designs that capture the essence of old world charm and makes them useful for modern day function.



How do you advertise your business? Which methods proved successful/effective?

Making personal connection with people is very important. When you call a boutique it's crucial to find a way to make a connection with the people and to be able to relate to them. Additionally you have to knock on doors and create opportunities, because without that no one will know who you are. I find that people in the industry are very open to new products and just a simple phone call to a boutique can generate future business. The more doors you knock on the better chances are that the right people will notice you.

How do you juggle family and work at home?

It's always a juggling act and you have to be really good at multi-tasking. I have a really solid support network from my family and my husband who always encourage me to go after my dreams and believe in me. Having a really amazing nanny is also very helpful to a mom who has an active toddler and mounds of work.



What advice would you give to moms seeking to become a WAHM?

When you get an idea that feels right to you as if you are in sync with the universe and your intuition is guiding you in that direction, you just need to go for it. You don't always know where the road will lead you, but if you believe in yourself and your idea and your work ethic is good, you can follow and live your dream.

Current promotions/specials at Mia Belle Baby:

We are generally a wholesaler but can sell to customers via telephone orders. We are offering a 20% discount off of the order to any customer who learned about us through WAHM

Visit Mia Belle Baby at: www.miabellebaby.com