



baby, you aRE my lollipop!

Every baby is cute, but a Lollipop Baby jumps out from the crowd and makes a statement! The new clothing label is grooving up three to 18-month-olds with its onesies and t-shirts featuring tongue-in-cheek pop-culture references, and bright, cheery designs that reflect the little ones wearing them. Slogans such as eBaby.com.au, Milkaholic Anonymous and 5km speed zone sign for little toddlers are guaranteed to score a smile from any passer-by!

Linda Bradley, creator of Lollipop Baby (www.lollipopbaby.com.au), says her designs are as sweet and colourful as lollipops, yet as quirky and funny as babies are from time to time. Son Oliver's quirkiness inspired many of the graphics featured in the range, as well as the business itself. While pregnant, Linda left her advertising exec job to pursue her dream of becoming a graphic designer. After developing a taste for children's images while designing T-shirt prints for her son, Lollipop Baby was created.



"I wanted to offer something more personalised than today's mass-produced kidswear; something that any parent can relate to, while keeping in mind contemporary popular culture and current trends," she said. "These designs reflect my aspirations as a modern mother and those I have for my child. They translate the fun, the excitement, and the fast-paced technological environment today's children are lucky enough to have been born into."

Linda Bradley said she had so much fun creating these designs, and she hopes other mums and dads, aunts, uncles and grandparents will find them exciting too.

Lollipop Baby products can be viewed and purchased from <http://www.lollipopbaby.com.au> starting from AU\$24.95. Our delivery cost is only AU\$3.50 Australia wide (flat rate).

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Sample products and high res images are available upon request.

