

BIBEASY BABY BIBS COMPANY INFORMATION

Welcome to the BibEasy Bibs. We are one of the UK's growing designers and retailer of practical and stylish baby bibs, accessories and bespoke baby gifts. We design fashionable, unique items that are innovative, creative, accessible and ready to wear for today's busy mum and dad on their journey of parenthood.

Shantelle Nicholson used her prolific nature and creative flair to found her business BibEasy in 2016, aiming to make parents lives easier and save them time when feeding their baby. Offering the innovative BibEasy baby bib to revolutionise baby feeding, teething and weaning. We focus on exceptional and original designs and to inspire parents and care givers all over the world.

After Shantelle set up her first online store with Ebay selling her invention, the BibEasy bib, orders soon started pouring in. The dedicated entrepreneur sought advice and support from Change Up Mentoring Group, a business and mentoring support programme which is delivered to new business owners in London.

BibEasy has analysed its figures, and sales show that the company has grown significantly during its first two years of trade, changing a 'passion' into a successful company, expanding both operations and turnover. Based on analysis of previous performance and industry predictions, BibEasy are on track to achieve £80k turnover in 2018, and through implementation of strategic marketing activities and continuing to build on our product range, we will double our turnover within the next two years.

Using ethically sourced cotton, Shantelle has built her successful business by helping parents to protect their babies skin from dribble induced rashes and skin irritations through her BibEasy bib invention and collection of luxury baby gifts ranging from baby shower bouquets, diamante muslins, and washcloth lollipops attracting a dedicated army of followers.

Shantelle Nicholson, Founder of BibEasy Bibs said:

"My business has always been about helping others feel good and creating something to make their lives easier. This is just the beginning of our business journey and I would like to achieve so much more. "

"I used to sew in my teenage years making clothes with my sister and my interest with designing grew from there. I love thinking of a new idea and seeing it become reality. I like experimenting with different designs and learning new ways of how to make unique artefacts."

BibEasy believes in keeping traditional bibs alive through quirky and innovative designs. Our primary focus is to make great products. We are constantly focusing on being the best that we can be through offering outstanding products, excellent customer service and delivering a profitable business.

Our business is about babies and children and we believe we have a duty of care to be a responsible buyer of the materials used to make our products. We will only work with producers that can show us the origins of their materials and demonstrate that these have been ethically sourced. We are proud to say that we only ever use 100% pure cotton, there are mixed fibres or synthetics in our cotton, only the real deal.

Shantelle says, "The 21st century has seen a rebirth of baby fashion especially personalised clothing. This revival can be noted in part to coincide with the growth of the internet shopping and internet-

based technologies, as well as the general 'Handmade Revolution' and interest in bespoke baby gifts."

Our current customers come from all parts of the world, we have a with a sizeable market in London, the north of England and USA. Most of them are savvy women who are highly influenced by the latest baby trends and who are interested in attractive products that are not available on the high street.

Parents no longer want to spend time changing their baby's clothes after they eat or when out and about and we understand how precious their time is. By offering a solution to conventional bibs, we offer our users an experience where they can feed their baby with less hassle, save time and take the mess out of feeding times. Our range of BibEasy bibs offers our customers a solution to their problem with a fun experience.

Our manufacturing capabilities for our BibEasy bibs set us apart from the rest. Not only do we provide a unique feeding solution, we also extend our range to offer other exceptional items to complement range. This gives BibEasy the opportunity to stand out from the crowd because we know little things can make a BIG difference.

See more on our website:

[BibEasy Bibs](#)

[Baby Essentials](#)

[Bespoke Gifts](#)

[Our Story](#)