

## Business Briefs

### *Baby slings or work of art?* **Have both with new creation**

Families are choosing to wear fabric slings to keep close to their new babies. Fabric slings are popping up all over the place with new families. Everybody wants to wear their child in a baby pouch sling, so why not make the sling an original art design. Be one of the first to wear an original art design from Slings & Baby Things.

Slings & Baby Things has taken fabric slings to a new level of style and merging the function of wearing baby with aesthetically designed images that are original art forms, and, pleases parents who want to have a one of a kind graphic. Just because you're now taking care of a child doesn't mean you can't look fantastic while doing your job.

Slings & Baby Things has given you a whole new option when it comes to the traditional fabric sling. Their designs are unique, and "green" (each is printed on 100 percent organic cotton using earth-friendly inks) making it a feel-good purchase.

"Slings & Baby Things is my baby! Producing slings that support new mom's to get through the day hands-free while encouraging attachment-parenting, and wearing a one of a kind designed sling is a wonderful sensation!" said Owner and Creator Denise Jacobsohn.

Slings & Baby Things has raised the bar when it comes to regular fabric slings to produce a whole new type of sling; Sling Art.

Jacobsohn's experience with babywearing and with the help of Debby Peretz, background in advertising united itself with an outstanding creation.

Jacobsohn works with new parents and their babies, and other health care providers, which is rewarding, along with her eye for interesting printed textiles, lent itself to pushing the envelope with the sling market.

"Most baby slings are being made with



similar fabrics and I wanted to offer something extraordinary, since this is one of the most important times in people's lives," she said. "I remember meeting my son for the first time and how I never wanted to let him go, so I kept him on my chest in my sling. Having the option to wear Sling Art just makes baby wearing more fun and allows me to add flair and style to my slings. Debby is able to take natural elements and put a modern twist to her designs. I love how fresh the slings look! I am so happy to provide my new designed slings to families all over!"

The line contains four sling designs with three color choices. We know how important it is to keep your baby close to your heart – let us help you and give you a stylish choice in Sling Art.

Slings & Baby Things is available at [www.slingsandbabythings.com](http://www.slingsandbabythings.com) or by calling 363-7557.