



the Tutti Bella story

Tutti Bella: Where fun and fashion are hard at play!



Life's too short to wear boring clothes

Life's too short to wear boring clothes. That's true no matter how old (or young) you are. Tutti Bella is a leading online clothing store with a huge following among the "trendy Mommy" set, thanks to an eclectic collection and large selection of kid-friendly, fashionable and down right fun clothing and accessories. Whether it's stylish t-shirts for rough and tumble boys or simple cotton dresses and play clothes with an added zest for girls, Tutti Bella has it in one great place at www.tuttibella.com.

For Fashion Forward Babies, Kids and Tweens

Influenced by both L.A. style and New York fashion, the talented buyers at Tutti Bella have compiled a collection of boys and girls clothing in an online boutique that features everything from California casual to New York City hip. Although some brands have appeared in the Tutti Bella Collection before and are [customer favorites](#) (Splendid, True Religion, Ella Moss,

Harajuku Lovers, Kingsley, Charlie Rocket, Okkies, City Threads, Luna Luna Copenhagen, Flowers by Zoe, Miss Me, and Monster Republic), store buyers seek out exciting new surprises with at least 15 new lines joining the collection each year.

This season Tutti Bella has formed [new relationships](#) with Joah Love, Imps & Elfs, Isabel Garreton, Jeanine Johnsen, Right Bank Babies, Positively Organic, Moe & Madi, Go Gently Baby, Eye Spy, Signorelli, Cupcakes & Pastries, Saurette, Gypsy 05, and more.

The Online Source for Cool Clothes for Kids

Tutti Bella has clothing that appeals to everyone from Hollywood stars to every day moms. Shopping sites rave about the Tutti Bella "[Deal of the Day](#)," often a limited quantity bargain that changes daily. The store's popular semi-annual "[10, 20, 30 Sale](#)" offers great buys in the \$10, \$20, and \$30 price range and hundreds of items at up to 50% off can be seen on the [sale pages](#) any day of the week.

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(continued)



The success of Tutti Bella comes not only from having a wonderful variety of designer clothes that people like to buy, but also from creating a site that makes it just plain easy to shop. Quality counts too, and Moms feel good buying Tutti Bella merchandise for their kids. Baby clothes that are cuddly soft, and basic tees or shorts that are anything but ordinary make shopping fun. Every style is hand-selected for Tutti Bella customers to simplify shopping with a selection of innovative items that quickly become a child's favorites.

For the Best Dressed Kids Coast to Coast

Tutti Bella is also a great store for gift buying for "fashion forward babies, kids and tweens." Parents and Grandparents love Tutti Bella because no one wants to drive all over the city with kids in tow, especially when it's easy to find the perfect party dress or swim trunk in the right size with just a few clicks. Fast shipping and friendly customer service have also helped Tutti Bella

attract repeat business from customers who appreciate the simplicity of the process as much as the thrill of the finds.

"We pick our collections with our customers in mind. Kids fashion tends to drop down from adult fashion, and trends tend to start on the coasts and work their way into Middle America. I watch for popular trends in adult lines and clothes that I'd buy for my own son. Midwestern shoppers love that they can find coastal trends long before they make it to their stores, and our international customer base is growing every month," says owner Kim Ciliberto.

The best way to experience Tutti Bella no matter where you're from is to visit the website at www.tuttibella.com. Tutti Bella also offers special services for fashion writers and media. See our Media Resources fact sheet for more information.