



dream it. design it. dare to wear it.

**Bringing the paper doll pastime to the modern era**, Sass Factory presents Me-T's, a new t-shirt line featuring six different characters and come with fun, detachable dress-up outfit appliqués for girls ages 5-12. This novel concepts combines fashion with play, empowering young girls to express their sense of style in an age-appropriate way.

Young girls are influenced by celebrity fashion and their sense of style is often shaped by what they see their favorite celebrities wearing. Sass Factory bridges the ability for girls to be expressive, while remaining wholesome. After selecting the Me-T character that most resembles her, each girl can apply her favorite detachable dress-up outfit appliqués and detachable companion pup appliqués. They can take their creativity online at [SassFactory.com](http://SassFactory.com) to design and share their fashions on "the Catwalk." Here, girls can view and vote for their favorites. The most popular designs will be brought to life by Sass Factory for future production to expand the dress-up outfit appliqué collection.



## about the creator



### POOJA VITHLANI

Many child-inspired companies are founded by "mompreneurs" but Sass Factory is the first of its kind, founded by an "auntrepreneur."

Pooja was inspired one rainy Vancouver, BC day by her six year old niece, Bela, who has a passion for fashion and an insatiable desire for fun.

Pooja, born in Toronto, Canada and now living in Bellevue, Washington, has lived abroad in both England and East Africa. Her love of different cultures, along with her marketing background, and over six years of invaluable "auntie experience", have all influenced the Sass Factory brand.

Pooja enjoys painting, cooking, traveling and spending time with her family, especially pursuing creative endeavors with her niece and nephew.

meet the girls...

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Be'lä



É'lle



Zo'ë



Â'pril



Sä'Shä



Jö-Jö



... and the detachable pups

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Sultan Pep'r



Princess Pup



Big Woof



Captain Spaniel



Fabu Fluffy



Hawt Diggity

detachable dress-up outfits



Royal Frost



Fairy Princess



Pink Swan



Cheer Squad



Field Goals



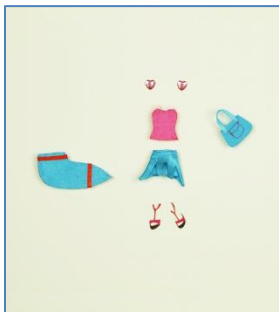
Pop Star



Sunny Side



Denim Dreams



Shopping Spree



Prom Queen



Perfectly Paris



Punk Rock



Super Samba



Smooth Jazz



Block Buster





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### established

2011 Trufflz LLC, in Bellevue, WA

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Sass Factory is sold online at their own store at [www.SassFactory.com](http://www.SassFactory.com)

