

## crib notes

American Baby  
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## THE BABY BUSINESS

BELLA TUNNO; [BELLATUNNO.COM](http://BELLATUNNO.COM)

Michelle Buelow has done what many moms dream of: she stays home with her kids and designs pretty baby things. How did this mom in Charlotte, North Carolina, launch her products—which include bibs (\$16/each, above), pacifier clips, and totes—into stores like Nordstrom and Target? “We kept it simple and didn’t go into debt up to our eyeballs,” Buelow says. One-size-fits-all items meant she didn’t have to make a ton at a time, and then opportunity knocked in the form of good press and fans in Hollywood. Admits Buelow, who to this day doesn’t know how some stores found her, “I feel like the luckiest woman in the world.”