

## **By women, for women: Bellacraft resonates with its target audience**

In today's tough economy, busy moms are struggling to maintain a comfortable standard of living for their children and families. Too often, they're forced to decide between quality and value, seldom finding both offered together. The founders of Bellacraft.com recognized a need for a budget-friendly, fashion-conscious resource for moms who don't want to sacrifice design or durability. In the summer of 2007, they launched their online baby, maternity, and home décor boutique to meet that need. Since the company's inception, it has enjoyed steady growth and built a loyal base of regular customers, both here in the United States and throughout Europe, Australia, and Asia.

Bellacraft's seasoned buying specialists canvass the world to find the most unique baby products, nursery furniture, maternity fashions, interactive toys, and other essentials for mom and baby. Fostering relationships with more than 80 boutique suppliers nationwide, the site offers more than 5,000 specialty products. They operate a small warehouse where high-demand items are stocked, with most of the designs shipped directly from the manufacturer. Many of their products can be personalized or customized, making them ideal gift choices for baby showers, bridal showers, or corporate functions. Their assortment may be vast, but Bellacraft ensures that each product is rigorously tested for quality, durability, and function.

2008 has been a banner year for Bellacraft.com, with online sales rising an impressive 10-15% each month. Their marketing team has succeeded in crafting campaigns targeted at their loyal customer base, consisting of 90% women. Run primarily by work-at-home moms, the site is supported by a "virtual office," with staffers convening periodically for meetings. This flexible arrangement allows the company to benefit from the personal expertise of modern mothers.

Bellacraft attributes much of the company's success to their commitment to premium customer service, unrivaled value, and an intuitive, well-designed e-commerce interface. In the coming years, Bellacraft will continue their strategy of hand-picking premium baby and maternity items offered at reasonable prices, all geared toward making life easier and more fashionable for today's busy moms. Visit [www.bellacraft.com](http://www.bellacraft.com) for more information.

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