

Austin PREGNANCY

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Britt Bailey

on embracing
the unexpected



FRESH THINKING

Using unexpected accents to create a unique nursery

CHILD'S PLAY

Simple Storage Solutions for baby's room



the traditional
"lovey" reinvented

I N T R O D U C I N G :

The PocketLovey

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photos courtesy of PocketLovey



Any mommy who's been around the block knows the power of the "lovey." A lovey can be anything your child latches on to for self-soothing. Instinctively, many children transform their favorite teddy bear or blanket into precisely what they need to feel secure. And many a desperate mommy has furiously raced back to a friend's house, a restaurant, or worse, the airport, to retrieve those cherished items when wailing babies finally make it clear they've been left behind.

The newly available PocketLovey was invented by one of those mommies. Tamara Cryar founded The PocketLovey Company right here in Austin in 2008. Aiming to create a portable lovey that was stimulating and soothing to her baby while practical and fashionable for herself, she was wildly successful on both fronts. >>>



