



Bound by the Crown

CHILDREN'S COUTURE CLOTHING

When Bravo Celeb Susanna Paliotta and Mini Entrepreneur Isabella Barrett teamed up with noted ready wear designer Toni Lyn Spaziano they had a clear vision for kids fashion “Comfortable Couture”. As Isabella puts it in her own words “Kids like it cause its comfortable, moms like it cause its couture”.

Whatever their secret is, it seems to be working. With an impressive line of celebrity clients, to showing the collection at Mercedes Benz Fashion Week next to Michael Costello, its clear BBTC is the new player in kids clothing.

BBTC launched its first collection January 19th at Styleweek Northeast to rave reviews. The Providence Journal stated “Its nice to see the return of classic fabrics to kids clothing.”

By February BBTC had won its first Design of the Year award by Style it Up and Co-Designer Isabella Barrett went national with the brand. By March both Susanna and Isabella had their sites set on Mercedes Benz NYFW which proved to be a good move. In June that vision came true and gave them an international platform. Attendees to the BBTC show included The Miss Universe Organization, Pop Legends Allure, House wives of NJ stars and NBC TV Stars.

With all of the hype, Susanna admits, “showing clothes is great but selling them is better”, and it was time to create collection #2.

Susanna states “I learned to keep your brand at its highest demand if you want both kids and parents to relate to it. So with out pause we launched our matching Mommy & Me Collection at Resort Wear Passion for Swim August 2014.” Clients really responded to the Mommy and Me looks so our vision moving forward is to add one adult look to each of our most popular pieces.

Co-Founder Susanna Paliotta says she has always had a passion for the Kennedy era and remembers not just watching icons like Jackie Kennedy and Audrey Hepburn but also her mother Emily dress in classic tweed jackets to silk dresses.

Susanna states “it was a great era for clothing and I wanted that for my daughter. I remember as a child weather we were going to Church or the Supermarket I was dressed to the nines, from cap socks and hat to my favorite the *hand muffs*; which I think was invented so we would always have our hands put away” Susanna laughs.

“The problem was I couldn’t find that same style of classic clothing and quality in today’s market. But after a chance meeting with Designer Toni Lyn Spaziano who shared the same vision I knew we had something special and could fill the void in the kids apparel market place.”

Susanna states, “We feel so honored that our first year we got all these opportunities , we also learned what worked and what didn’t and I think it will make us a better brand for years to come.” ■

For more information please visit: www.Boundbythecrown.com

