

Functional And Fashionable Baby Gear

(NAPSA)—Designer shoes, organic fabrics, trendy colors, hip styling—they're not just for grown-ups. Fashion-conscious parents want to make sure their baby's style reflects their good taste—from clothes to furniture to all of the essential gear they use. Along with developmental benefits and safety concerns, juvenile products' manufacturers strive to create products that appeal to a variety of tastes, reflecting unique lifestyles and personal home décor.

That's why Fisher-Price®—a leading developer of juvenile products—pays close attention to trends in fashion and interior design. "We want to be on the cutting edge, to have the greatest appeal to today's young families," says Kurt Huntsberger, Director, BabyGear Product Design. "So we look to a variety of sources for inspiration. This might include magazines, fashion and furniture shows, home interior resources—and even our own families."

From Little Lamb to Zen

Fisher-Price designers create and test hundreds of fashions each year. The goal is to have a wide range of styles to appeal to the variety of tastes families might have, so that there's something for just about everyone. Fashions range from cute and charming—like My Little Lamb™ Cradle 'n Swing—to sophisticated and trendy, as reflected in the Zen Collection™ by Fisher-Price®.

"My Little Lamb Cradle 'n Swing was designed by a young mom," says Huntsberger. "Her goal was to make our popular papasan-style swing even softer, dreamier and really, really sweet." The product converts from a plush cradle to an infant swing, combining comfort and versatility with an adorable character friend.

The Asian-influenced Zen Collection, inspired by the beauty and harmony of nature, incorpo-



Baby gear—swings, strollers, bouncers and more—is increasingly designed to be both functional and fashionable.

rates earthy colors, wood accents and richly textured fabrics in a way that complements any home environment. "The new Zen Collection Gliding Bassinet creates a soothing environment for baby with plush bedding and a sheer canopy, along with motion, music and sounds," says Huntsberger. The Zen Collection also includes a Cradle Swing, Infant Seat and High Chair, each of them a balance of simple yet beautiful styling and luxurious features for baby's comfort.

What Do They Really Want?

As Fisher-Price continues to grow and expand its BabyGear selection, a variety of innovative choices are put to the test. This year alone, more than 450 households tested 15 new Fisher-Price BabyGear products, helping designers gain a better understanding of how families actually use these items in their homes, and offering feedback on what's most important to them. Such in-home testing proved especially valuable as the Zen Collection was being developed, providing comments on styling, colors, comfort, and the importance of calming, relaxing music and sounds.

To learn more about fashion trends and the Fisher-Price BabyGear collection, including bouncers, high chairs, monitors, swings, booster seats, strollers and more, visit www.fisher-price.com.