

€ 6,50



Mr. Denis Gasquet,
CEO of Veolia
Environmental Services
PAGE 29

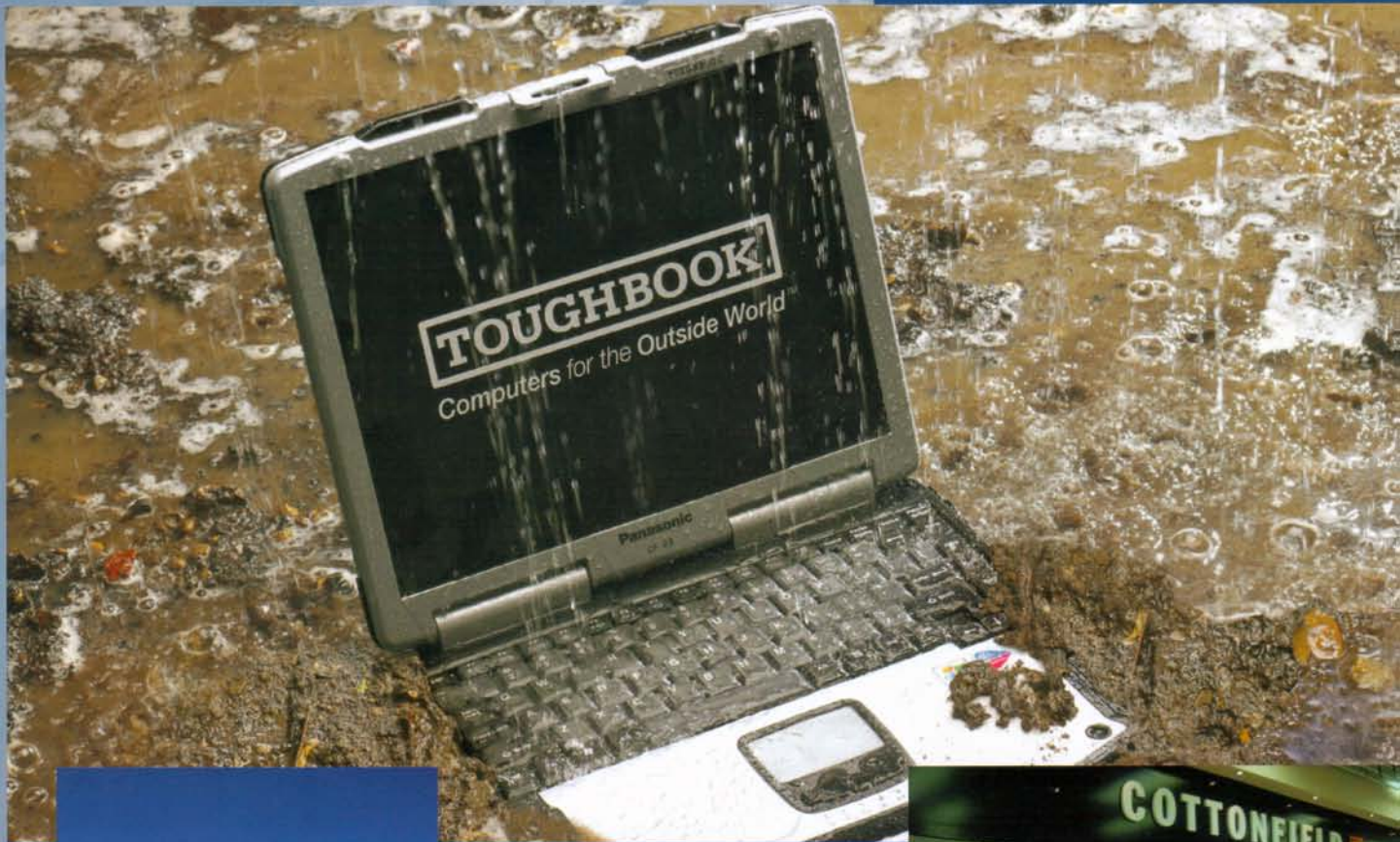
TWENTY-FIRST EDITION 2007

zillion

business review

21

BUSINESS MAGAZINE
FOR INTERNATIONAL
ENTERPRISES



ID Data gets smart with cards PAGE 21

*Weathering the storm;
the Panasonic Toughbook* PAGE 23

*Greengas International
is dedicated to reducing
harmful greenhouse gases* PAGE 61

*IC Companys; A portfolio
of fashion brands under
the IC Companys umbrella* PAGE 65



Special clothing for special girls

My Vintage Baby, Inc. makes one-of-a-kind clothing for young girls. By using vintage materials – including old feed sacks, hankies, chenille, aprons, and tablecloths – to embellish the clothing, the company creates truly unique designs with a nostalgic yet stylish look. CEO Jessica Wiswall, founder and designer of the company: “The feedback that we are getting is that the girls who wear our clothes feel very special and very confident. They attract a lot of attention with their My Vintage Baby outfits.”

“I’ve always been interested in antiques and vintage materials,” says Mrs. Wiswall, a former Marketing Manager for Coca-Cola. “The inspiration behind My Vintage Baby was my little girl. I wanted to dress her in clothes that nobody else had.” The company has grown very fast in the last four years. “We started in six high-end boutiques in Dallas, where the clothes sold very well. What happened then is that sales reps found out about the line through these stores and we grew from there. We now sell in over 600 shops and in department stores throughout the US.”

My Vintage Baby went public in June 2007. Another milestone was obtaining a purchase order from Neiman Marcus department store the same month. “Marcus Neiman is a personal favourite of mine, so to be selected by them is a real honour,” says Mrs. Wiswall. “The reason our clothing is doing so well is that we literally go and find vintage pillow cases, tablecloths, handkerchiefs, etc., and use that to make our clothes one-of-a-kind. So when people buy their daughters an outfit they can literally say that nobody else has that. The feedback that we are getting is that the girls who wear our clothes feel very special and very confident. They attract a lot of attention with their My Vintage Baby outfits.” My Vintage

Baby finds the vintage materials through a network of ten women throughout the United States who go to auctions and flea markets etc. to find exactly those fabrics that meet the company’s high standards.

One of My Vintage Baby’s key differentiators is that it is able to make one-of-a-kind outfits on such a large scale. The designs themselves also offer different looks and trends than most other collections, which often follow the fashion in women’s wear. So far the collections have focused on girls of up to ten years of age, but in the spring of 2008 My Vintage Baby will launch its first infant and toddler sets for boys. Other plans include further expansion



New Showroom

of its accessory line of bibs and diaper bags with a bedding collection. ■

My Vintage Baby, Inc.

My Vintage Baby, Inc.
403 Powerhouse Street, Suite 301
McKinney, TX 75071
USA
Phone: +1 972 548 9850
www.myvintagebaby.com

