

## **Baby So Chic is Transforming Plain Onesies into Trendy Baby Fashion**

*Baby So Chic, a new trendy boutique style online store specializing in onesies for baby boys and girls.*

**March 9, 2009** - [PRLog](#) -- San Jose, CA, February 18, 2009 - Baby So Chic, a new trendy boutique style online store specializing in onesies for baby boys and girls. The uniquely designed clothing line is adorned with beautifully eye catching Swarovski crystals, chosen for their classy and beautiful look. The high quality crystal jewelery is from the famed Daniel Swarovski collection, which signifies Baby So Chic's dedication to sophistication and enduring designs.

"..there are a lot of sites providing what 'looks' to be the same products but, they are not. Consumers should educate themselves in what is real Swarovski crystal and what is not. There are different grades and what we use at Baby So Chic is top of the line - we definitely don't skim on quality." owner of Baby So Chic , Angela L. Han Lai, who started the company right after the birth of her own baby girl, "When I did find something similar the crystals used were not real and the fabrics were coarse... the price...astronomical. " says the mompreneur.

Finding the perfect baby gift is a challenge for many. Baby So Chic customers are discovering a whole new world of style just for babies, the company goes well beyond the basic plain colored onesies one might find at many department stores. The products are like 'little luxuries' for babies, a gift that can help make any occasion special. Baby So Chic is dominated by must-have signature onesies in multiple colors and attention-to-detail is captured in every stitch, from the unique embroidery to the baby-soft touch of the precious onesies.

Baby So Chic is fashion forward, affordable, and is soaring above the competition in luxury baby and infant wear. The company is proving that baby fashion and high quality can work together.

The Baby So Chic line includes onesies for baby boys and girls, and available to customers looking for that quality and style similar to what boutiques offer, at unbeatable prices ranging from \$30 to \$37 per onesie. Merchandise offered:

- Onesie Collection (boys and girls): 3-6 m. 6-12 m.
- Hair Accessories (upcoming line TBA)

Baby onesies are great, they're very functional, makes a wonderful layering piece as well as convenient. You simply do not have the time to spend hours a day dressing and redressing your baby. Babies will adore the comfort, while parents will appreciate the exceptional fabrics, details, the look of the clothes, and of course, the great price-quality ratio. Angela has put a lot of time, research and thought into creating her product line to bring you products that will last for generations.

An exciting collection of new items will be unveiled in the coming future. The company has plans to include environmentally friendly Organic onesies, additional designs in the near future, as well as more unique accessories for baby boys and girls.

About the company:

Baby So Chic was established in December 2006. A unique and upscale boutique, offering a specialized selection of baby onesies and accessories. Baby So Chic onesies are 100% cotton, and tagless to help eliminate irritation on sensitive baby skin.

The company and its owner, Angela L. Han Lai, is currently a runner up in the 2009 StartupNation Leading Moms in Business Competition.

To vote for Baby So Chic please visit <http://www.startupnation.com/leading-moms-2009/contestant...>

Visit [www.babysochic.com](http://www.babysochic.com) for up to date news on the StartupNation competition.

About Swarovski crystals: Around 113 years ago, in the late 1800's, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly invented machine for cutting and polishing crystajeweleryry stones. From these beginnings, which revolutionized the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal, for fashionjeweleryry and more recently lighting, architecture and interiors.

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