

ideas

Inside story

Choosing the right products and services for your child can be as simple as conducting a search online



GET TO KNOW

SUE MCLACHLAN IS THE FOUNDER AND CREATIVE DIRECTOR OF MODERN CLOTH NAPPY COMPANY ITTI BITTI. HERE SHE TALKS ABOUT THE HUMBLE BEGINNINGS OF HER BUSINESS

Sue founded Itti Bitti in 2005 as a small hobby business that was run from her home. At that time, she made each product one-by-one on a custom-order basis. However, things really took off in 2008 when she launched the manufactured Bitti D'lish range and started selling her products internationally.

WHAT IS YOUR INSPIRATION?

I wanted to encourage more people to use cloth nappies and stop associating them with hard work or a chore. I decided to make nappies that looked great and fitted really well so that parents would enjoy using them and love seeing them on their baby. As a result, we now have an entire range of funky, innovative and reliable washable nappies that our customers love and that we are very proud of.

WHICH PRODUCT IS CLOSEST TO YOUR HEART?

The Bitti D'lish Snap In One was the first product I had mass manufactured after previously making them by hand from home. I still think they're the best-fitting nappy out of the Itti Bitti range and I love that they are one of our most popular products.

WHAT'S NEXT?

Itti Bitti has some pretty big plans in place – new products, new prints and a great new colour range are all soon to be released! *Itti Bitti's Bitti D'lish Snap In One nappy is priced from \$29.95. Visit ittibitti.com.au to purchase or call 1300 445 008.*

WEBSITE REVIEWS

MOTIVATINGMUM.COM

A guide for "mumpreneurs", Motivating Mum is an easily accessible educational and motivational tool for mums who work from home or are starting their own business. There's even a forum and club to join.



SUKIMAMA.COM.AU

This eco boutique delivers innovative, natural products that are tried and tested for safety. The store caters to both mum and bub across eating, sleeping, playing and fashion. Visit their site for great discounts and offers.



PINKCOYOTE.COM.AU

With Pink Coyote, you can have custom-made designs hand-illustrated onto your child's furniture and more. Their site takes you through the three-step process of choosing the furniture, designing and illustrating.



EARTHTRIBE.COM.AU

Earthtribe is both an online store that specialises in handmade, fair-trade toys and goods and a beautifully designed website that is home to news and blog updates promoting fair, sustainable choices and a cleaner planet.



MC LOVES

Gooie's insulated lunchbox is small enough to fit in a backpack or can be toted around using the carry handle. Priced at \$29.99, it includes a mesh pocket and comes with a stainless steel drink bottle. Go to gooie.com.au to purchase this barnyard treat.

COMPILED BY DANIELLE FERNANDO.
ALL PRICES ARE APPROXIMATE