

## Removing the obstacles

Rummaging in one bag for a bottle, another for a bib it's clear that a great little changing bag could be all it takes to 'change' your customer's life. They just don't know it yet!

The media encourages us to aspire to the picture perfect life of the 'celebrity parent'. Snapped out and about looking totally stylish at all times, all the essentials are neatly packed away and easy to reach, without a single 'mum bag' in sight. More often than not the 'must have bag of the season' sending the fashion world into frenzy is in fact, mum's changing bag. It's as important as the shoes we wear or the coat we put on. A changing bag will complement an already great outfit, making a style statement of its own at the same time.

Mums and dads are very much influenced by the perceived reality of celebrity magazines and most are adamant that becoming a parent shouldn't have to mean that all sense of style goes out the window. That said, it's not ALL about fashion; function is equally important if going out and about with the family is to be as stress free as possible.

A changing bag should hold a change of baby clothes, feeding equipment, wipes, creams and nappies, preferably compartmentalised, to make finding what is needed much easier. Though it needs to be relatively spacious, a bag that is too big and bulky will encourage parents to pack more than is needed and make navigating the aisles of busy shops more difficult too!

Though considerations like these may be fairly obvious to retailers like you, this is not necessarily the case for first time parents, who may find considering every eventuality a daunting task. Parents often fail to give the purchase of a changing bag enough consideration and it's usually through trial and error that they realise which type of bag they

really need. If you can help a customer to conquer the problems associated with going out and about, the chances are they will come to you for help in removing other obstacles.

Changing bags are available in a number of shapes and sizes and you should present a range that reflects the age range and life stage of your target market. From backpacks to shoulder bags, holdalls to handbags – a selection of bags that offer style and functionality in equal measure, should sell well.

Be sure to ask your customer a range of lifestyle questions before helping them to select the most suitable bag. Does your customer drive or walk a lot? Is a detachable changing mat required? How many pockets are required and what will be carried in each? It is important that your customer chooses a bag that they feel comfortable with, as they will no doubt want it to fit with their usual style. Also if Dad is to use it too, you might wish to explore the more unisex options.

So, next time a customer arrives in your store looking totally frazzled, frantically searching for baby's feed perhaps you should advise on a new bag before anything else!



## When does a bag become a changing bag?

chic 'o' bello

Chic 'o' bello changing bags give flexibility and adaptability to meet parents' expectations through the various stages of their babies growth and needs.

Piccolo Lusso Ltd, UK exclusive distributor for Chic 'o' bello, offer a stylish range of designs, sizes and funky patterns, combining extensive accessories to give the ultimate choice. These changing bags deliver function and style, without compromise – solely to make parents lives easier.

A changing mat and bottle holder are expected in any changing bag; Chic 'o' bello changing bags are supplied with a unique ranges of accessories. Naturally, they are durable, safe and responsibly manufactured from non-toxic materials.

In addition to all surfaces being wipe clean and waterproof, accessories include extra large 50x70 changing mat, insulated bottle holder, handy zip-up pouch, universal pushchair attachments, sealed 'wet wipes' case, removable PVC zip-up compartment for soiled clothes, insulated storage pockets for food/drinks, 'stay flat' compartment for clothes, mobile phone pocket, 'mum zone' section and the Chic 'o' bello Cubi™; an innovative removable structure allowing you to arrange and quickly access all baby accessories when needed most.

Piccolo Lusso Ltd also has a new interactive website with a product zoom feature, so you can see all products in detail. Retailers can now also purchase any four bags (style and colour) from the range in a single order, with NEXT DAY DELIVERY, allowing the creation of fantastic in-store or on-line collections.



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