



New baby bag features items for birth, baby and mom

San Francisco — New mother Joyce Hoelzle founded her company after learning first-hand how time-strapped new moms are. Before the birth of her first child, Hoelzle did some last-minute shopping to gather all the things she needed before going to the hospital — everything from a going-home outfit for baby to skin care products for herself to a layette collection for the first weeks.

But Hoelzle thought many expectant moms could use a simplified solution for getting all the items needed for the

birth of a child in one package, so after doing some research, she set out to create the ultimate starter kit that would include all the essentials a new mom would need for her newborn.

Hoelzle has launched the NikkiChris Special Delivery system, a package of three bags with almost 40 items included for taking to the hospital, bringing baby home and getting through the first few weeks.

The messenger bag includes typical diaper bag features such as storage pockets, changing pad and dirty

diapers, but is also packed with a coordinating delivery tote, goody bag and garment bag.

The delivery tote is packed along with a digital thermometer, baby nail clipper and nasal aspirator. The garment bag is packed with two one-piece outfits, a romper, two nightgowns, three shirts, two burp cloths, two washcloths, booties and mittens.



First-time mom fills much-needed niche with Delivery System

The line is available in boy, girl or neutral color patterns, and it retails for \$299.

Hoelzle also plans to launch additional bags, clothing and skin care products for moms and babies.

— Jane Kitchen

The pattern of change begins with Dreamer Design.

