

BABY CLOTHES BECOME DECORATIVE GIFTS IN KATHERINE BRADY'S HANDS

Developing a retail business in between producing babies





Katherine Brady, owner of Dotty Bee, reports her baby clothes business is growing well. "We're up 15 per cent over last year."

The one-housewife operation run from Nam A above Tai Wan is four years old.

Katherine, formerly a marketing consultant, started the business by importing from the UK.

After transport costs, this meant the products were too expensive. She began sourcing her own-branded products locally, in between producing two children, Joshua now 3, and Max, five months.

Dotty Bee products are baby-clothes-based creations fashioned like cakes and bouquets. Typically they sell as gifts for new parents. Prices range from \$69 to \$999 for a mother and child gift set with silk flowers. Retailers stocking Katherine's products include Dymocks, Bumps to Babes, Babies R Us and Eugene Baby. Katherine said she is looking for distributors so she can export within Asia.

Katherine married Christopher Brady, a geologist with Draggages working on the Hong Kong-Macau bridge, five years ago. They honeymooned in Koh Samui and recently returned to the island resort for the wedding of friends.

www.dottybee.com.hk




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