

BOWtique is not only a hair accessory label, but it is an innovation that will allow any cash-counting mummy a new way to style her daughter on a budget.

BOWtique began when its creator Christie's daughter was constantly mistaken for a boy, no matter how much pink and floral she wore! Her lack of hair made strangers assume *she* was a *he*! One day Christie got so frustrated I made her a giant bow and soon she was taking custom orders for my friends.

"Hand-making and creating bows is a passion of mine that has developed over the last 18-months since I had my daughter", says BOWtique's creator Christie. Growing up performing and always in the limelight, Christie was exposed to a world of costumes and flamboyancy. "I have always had an interest in fashion and working on huge events like Fashion Week and being exposed to style and design it seemed like an inevitable direction. Adding my beautiful girl to the mix, it was only natural I would progress to children's fashion", says Christie

Bows are girly and fun, but most importantly, they are accessible to all mums. I have noticed as a mother the incredible pressure you feel to provide and ensure your little one looks great and is dressed well – we practiced it for years with our baby dolls. Sometimes families simply can't afford to style their baby the way they would like, but with my range starting at just \$5, it opens a world of playing with accessories and fashion to mummies that are budget-conscious too!

BOWtique's range includes felt clips, headbands, beanies, fascinators and even mini top hats for race day! More importantly, every piece is well made and made right here in Australia too. Specialising in "bling for baldies" a range for newborns with no hair and hand-making clips that work are the heartbeat of BOWtique.

BOWtique's hair accessories are tried and tested and they actually stay in, making them effortless and practical for keeping new wispy hairs out of play dough and dinnertime.

If you like to dress your little diva in practical clothes, over-the-top party dresses or are just simply looking for an ornate headband for a christening or an affordable stocking-filler for Christmas, then BOWtique is your one-stop-shopping destination for little girls - newborn to toddlers and there are even a few pieces for yummy mummy too!

www.bowtique.com.au