

Two Sisters Open Poshie Tots, an Online Children's Boutique Store

Two sisters, Anna Pantaleo and Ashley Ricciardi enjoy dressing up their children more than they enjoy dressing up themselves. They partner to create an online children's boutique, Poshie Tots, that features trendy clothing and accessories that you won't find at the local mall.

July 2, 2007 (FPRC) -- Not being able to find hip and funky fashions in department stores, two sisters partner to create an online shopping boutique that carries boys and girls boutique clothing and accessories that are fun and fabulous! "We know that many moms feel the way we do", says Pantaleo, "dressing our children should be fun, and we don't want them to look like every other child on the playground". That's why they hand-select clothes that are guaranteed to turn heads and get some oohs and aahs.

The two stay at home moms, who both earned their degrees from Rutgers University, initially started selling their own childrens' clothing on Ebay several years ago. "We gained a lot of knowledge then" says Ricciardi, "and we learned that upscale boutique items are hot and other moms just like us like to splurge when buying clothing for our little ones". That's when they decided to branch out and create their own online children's boutique. They began to set things in motion in the summer of 2006 and their online store, Poshie Tots opened for business in January 2007.

Being a mom doesn't mean you should loose your sense of style. Poshie Tots carries hip accessories for mom such as diaper bags, clutches, and slings as well as funky baby car seat covers, highchair covers, and upscale children's clothing. They carry celebrity favorites such as Chatti Patti, Kaiya Eve, Tea Collection, IKKS, Little Mass and Baby Gassy Gooma.

The latest must-have item is the Kaiya Eve Pettiskirt and it has been flying off the shelves. Poshie Tots has recently stocked every available color and size of these fabulous skirts. "This is not your traditional tutu", says Pantaleo "this is a timeless piece that mothers will one day tuck away for safe keeping".

The sisters have four young children between the two of them. Pantaleo has two girly girls and Ricciardi has two rough and tough boys. They have always gotten compliments regarding the way they dress their children and their store reflects a lot of their own personal tastes. Other moms often ask them for advice regarding kids' fashions, and they love being able to share their sense of style. "Children are so much fun in the way they live, laugh and enjoy life, says Ricciardi "and dressing them is just another way that we can celebrate and enjoy those precious years!".

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