

BABYVILLE BOUTIQUE

DIY diapers for crafty parents

Text **TRICIA WADDELL**

Fueled by natural and eco-conscious parenting trends and the Internet, cloth diapers are making a huge comeback. Cloth diapers have long been considered a more budget-friendly option than disposables; and today, crafty parents of a new generation are sewing custom-made diapers for their little ones. Popular online forums such as Diaper Sewing Divas and Café Mom have been hubs for support and information on sewing cloth diapers and diaper covers. But many parents lament how little information and product support there is for cloth diaper sewing.

When Jean Kievlan, a designer and craft-industry consultant, was searching for diaper-sewing resources to outfit her new grandchild, she saw a gap in the market that needed to be filled. "I began looking for diaper patterns and found there were only a few in the retail stores, and the fabric and other needed supplies had to be ordered through catalogs or the Internet," says Kievlan. "I used what was available and made a few diapers and covers, but I was not completely satisfied with the results. I knew there had to be a better way to construct the diapers, so I started drafting my own pattern. With the help of some online research, I finally made a cloth diaper that really fit my new grandson." Having worked in the craft industry, she recognized an opportunity to offer better patterns and a more convenient way to purchase supplies.

So she teamed up with Ellie Joos, a marketing consultant and craft-industry veteran, and Prym Consumer USA to create Babyville Boutique, a diapering and accessory line. The line features waterproof, breathable polyurethane laminate (PUL) fabrics that are color-coordinated in prints and solids, packaged as 21 × 24" (53.5 × 61 cm) diaper cuts, plus foldover



Top: Sew color-coordinated cloth diapers with fun embellishments. Right: The Babyville Boutique line includes pre-cut diaper fabric, trims, closures, and more.



elastic, colorful plastic snaps, colored EZ-Adjust Tape, and buttons for closure options. The diapers can be personalized with coordinating custom-designed labels and appliqués.

To support the program, Prym has published two sixty-page sewing project books by Kievlan and Joos, *Cloth Diapers Made Easy* and *Baby Essentials Made Easy: Quick Projects for Baby & Nursery*, featuring related baby sewing projects such as bibs, changing pads, and diaper bags. The product line is available at Jo-Ann Fabrics, Hancock Fabrics, and Hobby Lobby.



For more information visit
BABYVILLEBOUTIQUE.COM.