

# Om Bebe Profile

## Om Bebe Founder, Devi Somers



Om Bebe is the brainchild, inspiration, and vision of its founder: Devi Somers. The web-based specialty boutique is filled with luxurious

hand-woven bedding, organic-cotton clothing, and hand-crafted artisan furniture, pottery and body products for babies, children and those who love them.

An artist, designer, weaver and mother of four children—ages five to 26—Somers has launched a business targeted straight at the heart of parents committed to what she calls instinctual or “attachment” parenting. This is a parenting approach attuned to children’s needs and based on nurturing them from one developmental stage to the next.

“I have had two driving passions in my life: weaving and spiritually oriented child development. Om Bebe combines these passions into a business designed to nurture the spirits, minds and bodies of babies and children,” says Somers, who also is a Certified Instructor of Infant Massage. “Virtually all of the products are exclusive to Om Bebe and are designed to delight babies’ spirits and senses while also supporting their care givers and loved ones in providing a healthful, nurturing environment for growth and discovery.”

### The Road to Om Bebe

“I started weaving when I was four,” Somers says. “Much of my life has been about spinning yarn, textiles, touch, and fabric. I’ve always been fascinated—not by patterns and complexity— but by

drape and touch, by what appeals to our senses. This is probably also why I’ve been drawn to weaving for babies since they are so attuned and responsive to the sense of touch.”

In the early ‘90s, Somers combined her passions for weaving and child nurturing into her first commercial venture, a line of very successful hand-woven baby blankets for children’s boutiques. The business evolved into a highly successful interior design-focused business, with Somers weaving throws for designers and celebrities.

“Despite, or maybe because of my success in the interior design world, I kept returning to this passion for nurturing instinctual parenting *and* weaving lovely, exquisitely soft blankets for babies,” Somers said.

### Designer and Entrepreneur

In March 2004, Somers launched Om Bebe. The idea? To provide heirloom-quality baby and children’s products in an elegant web-based boutique that encouraged greater attachment and bonding in families. By embracing socially and environmentally sensitive craftsmanship and business practices, leveraging organic materials, and relying on her own and others’ artisan skills, the Om Bebe web presence went live in mid-December 2004 with a unique offering of products and parenting literature.

Somers and a team of artisans not only weave Om Bebe’s signature baby blanket, but she also has designed a line of baby clothing made from organic cotton farmed in an Indian Bio-Zone. She’s also working with potters, furniture makers, aromatherapists and others to offer a line of exclusive Om Bebe products that build on a brand she hopes becomes synonymous with enriching the minds, bodies and spirits of babies, children and those who love them.



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# Om Bebe Products

## Exquisite baby bedding, clothing, furniture and specialty items



A high-end web boutique for babies, children and those who love them, Om Bebe features exquisite, hand-crafted baby bedding, clothing, furniture and specialty items. Nearly all of the products—from the signature, hand-woven baby blankets to the organic cotton baby clothing, hand-crafted furniture, pottery and baby massage oils—are designed and crafted exclusively for Om Bebe by founder, Devi Somers and a team of skilled artisans: designers, potters, furniture builders, aroma therapists, and organic cotton farmers. Dedicated to socially and environmentally sensitive craftsmanship, Om Bebe is committed to nurturing the spirit, mind and body of babies and children. Om Bebe also provides resources and literature on natural or “attachment” parenting. Here is a sampling of the Om Bebe offering:

### Luxurious Baby Bedding

*Signature Baby Blanket:* Lusciously soft and heirloom quality, the Om Bebe baby blanket is woven of the highest quality American made chenille with a French double satin ribbon beautifully embroidered with a sweet scallop. (38" x 46")

*Signature Comforter and Duvet:* This lovely set is made with handpicked, certified organically grown cotton. It is preshrunk and finished without chemicals. The comforter is filled with pure wool from the Minnesota River Valley and is hand tufted. That means it won't lose its shape, separate into lumps or shift. The duvet is detailed with French double-faced satin ribbon, which is elegantly embroidered. (38" x 48")

*Receiving Blanket:* Made of 100 percent Organic cotton, these delightfully simple blankets are ideal for the early days of life, when babies most enjoy a soft, warm blanket, ideal for swaddling.

*Changing and Sleeping Mat:* One quarter inch organic cotton fleece make this an ideal mat for sleeping or changing—at home or on the road. Fabulously soft, it comes with an organic cotton jersey cover and is available in pink, mint, natural or blue.

Om Bebe also plans to offer matching sheets and bumper pads and organic cotton crib pads.

### Organic Cotton Clothing

A line of sumptuously soft Organic cotton clothing designed for infants and toddlers. The collection includes nightgowns, caps, T-shirts, onesies, leggings and more.

### Play

Unique, artisan-crafted educational toys and furniture, including the America table and stool set, crafted of reclaimed 50 to 100-year-old Northern California redwood.

### Inspirations

This line of Om Bebe products, designed to endure for a lifetime or add to the bonding and attachment of babies, children and their families, includes educational books and CDs, natural and organic infant/child massage oils and toiletries, and aesthetic everyday items such as dinner ware for children and heirloom art.

### Revitalize

These products, designed to soothe and comfort the senses of parents and care givers, include Om Bebe's hand woven signature throws—the most sumptuous chenille throw any one could possibly wrap themselves in, as well as the highest quality organic massage and aroma therapy oils, and scented, natural bees wax candles.



*"My four year old daughter Olivia absolutely loves her Om Bebe 'blankie.' It goes where she goes. Her favorite uses are with morning TV and nighttime snuggles. She's even had to scold the dog for sleeping on her treasured throw.*

*Olivia and her blankie are a perfect pair! Thank you."*

— Jesse Johnson

