

[<<< Back](#) | [Print](#)

Maria Bailey, Pulaski team up for Build-A-Bear Collection

Pulaski growing their youth category

Jeff Linville -- Furniture Today, 5/11/2006 11:24:00 AM

PULASKI, Va. — Award-winning author and radio-TV host Maria Bailey is teaming with [Pulaski Furniture](#) to help design and develop the upcoming licensed Build-A-Bear Workshop Home Collection. ([see related story in Kids Today](#))

She is host of “[Mom Talk Radio](#),” a nationally syndicated radio show for moms; founder and CEO of [BlueSuitMom.com](#), a Web site for executive working mothers; and host of “The Balancing Act” on the [Lifetime](#) cable TV channel.

Last summer, Bailey was a guest speaker at the [Kids Today Leadership Conference](#), which was attended by Pulaski executives David Corbin and Jim Kelly. Pulaski had just introduced its first youth pieces as part of the Casa Cristina licensed group and was looking to grow the category.



At the conference, Bailey talked about marketing trends and the emergence of Gen X and Gen Y moms, and how they compare to baby boomer mothers. Not long after, Pulaski hired Bailey to conduct market research on youth furniture.

“It is very exciting to work with a marketing-savvy professional and world-class authority like Maria,” said Corbin, Pulaski’s vice president of marketing. “She not only knows her stuff, she lives it every day as a mom and author.”

Pulaski’s designs also will be influenced by a Cub Advisory Board, a panel of up to 15 children in the target age range of 4 to 12 who will be asked what they want in their rooms. The manufacturer also will listen to the ideas of parents.

Pulaski’s Build-A-Bear line is set to debut at the October High Point market.

[<<< Back](#) | [Print](#)

© 2006, Reed Business Information, a division of Reed Elsevier Inc. All Rights Reserved.