

STARTUP PRINCESS

Connections, Resources & Coaching for Women Entrepreneurs

If you're a fan of Shabby Apple, then you'll be thrilled to know **Shabby Baby is here!** I love the classic look of [Shabby Apple](#) and couldn't be more impressed with Shabby Baby. Shabby Baby has the



most adorable dresses. The dresses are sweet and simple and just plain cute. When your shabby baby wears one you'll surely hear the question "where did you get that dress?" more than once. Shabby Apple is an on-line dress company offering modest, flattering designer dresses at great prices. They call it "a return to what dresses were always meant to be" a one-piece outfit with no need to add anything...no tank tops, no cardigans, nothing."



Athelia CK Woolley & Emily Bell McCormick

The company teaches women how to accessorize in different ways to make the same dress appropriate for different occasions. Shabby Apple sales are on-line or by trunk shows. Check their website if interested in attending or hosting a trunk show.

Feel good about purchasing from Shabby Apple. It's a women owned and operated company. They pride themselves on making women feel empowered. Most of their employees are moms and they accommodate by having alternative work schedules. They have also partnered with Unitus, a leading non-profit organization in the microfinance industry, offering micro-credit loans to women world wide. A portion of all their proceeds goes to Unitus. Shabby Apple donates time and money to help alleviate global poverty for millions of women and their families.

As if these founders of Shabby Apple aren't amazing enough they have impressive backgrounds as well. CK has a B.A. from Stanford University in Art History and Dance. and a M.S. from Columbia University in Social Work. She danced professionally in London and the Amnesty International Film Festival in San Francisco. She provided therapy to the homeless, rape victims and victims of domestic violence in Harlem and Brooklyn. She was a lab assistant at neuroscience lab in Stanford, California.

Emily has a B.A. in Broadcast Journalism from Brigham Young University and M.A. in Communication. She has worked in marketing and public relations for several advertising and design agencies. She also has a 2 year old and a 2 month old!

Special Thanks to Shabby Apple for sponsoring Startup Princess Founder, Kelly King Anderson's pageant for Mrs. Utah in May!