



Kids design to a tee

Fiona Brady

MEET the designers of a funky new T-shirt label based in Summer Hill.

No, it's not the two adults – it's the children.

All the T-shirts in the MooBear Designs clothing range were created or inspired by eight-year old Karlii (Moo) and three-year-old Alejandro (Bear).

Their mum, Stephanie Robles, 28, began making the T-shirts as a hobby during the school holidays.

"We were making T-shirts for friends and family; it felt good for my soul," she said.

"You know how you have an inkling that this could work as a business but you don't know where to start?"

"There was an article in a magazine about a woman who was a stay-at-home mum who got her break from doing a course called

Bizness Babes," Ms Robles said. "So at 11 o'clock at night, I googled Bizness Babes, had a look and went 'wow, this might just be for me'."

There was just one problem – she was due to give birth to baby Cruz (Bubble) halfway through the course.

"I spoke to Chrissy, the organiser, and she said, 'look, if you're willing to do it...'"

"She knew from talking to me how strongly I felt about it."

After completing the course, Mrs Robles got an interest-free loan from American Express for start-up costs and launched the business online in May.

Husband Carlos has given up his job to work with her full-time.

"It is completely family run," Mrs Robles said.

"The children have a big input

because it's their designs.

"They enjoy it; we don't push them to do anything."

The handmade T-shirts are available in sizes 000 to 10 and are made of recycled fabrics.

Mrs Robles described them as "ethically made and eco-friendly".

"They are designed by children and made by adults, not the other way round," she said.

Visit www.moobear designs.com.au

Entrepreneurs

BIZNESS Babes is a free three-month program run by the The Body Show and the Wise Foundation to teach mums how to set up their own business. There is complimentary on-site child-minding. Visit www.biznessbabes.com.au



Karlii, Carlos, Alejandro and Stephanie Robles of MooBear Designs.

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