

Physical location has DribbleBabies growing

By CHARLES PAULLIN
STAFF WRITER

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few months since opening its storefront, DribbleBabies' business is growing.

DribbleBabies, at 53 Columbus Blvd. — and online at dribblebabies.com for the past four years — is looking to hire another seamstress to help with the demand for its products.

“What we've found is that, when people meet us, see the clothing and touch the fabric that we choose, it's all really nice and the pricing is good for handmade things,” said Davina Ismail, of the store that sells cute and unique outfits. She started the business at her family's home in New Britain, then moved it to an office space in Meriden and is now back in the Hardware City.

With a son who had acid reflux and kept throwing up onto his clothes, Ismail decided to start the veteran-, family- and locally owned business that sells handmade children's clothing and other quality



Charles Paullin | Staff

Davina Ismail, owner of DribbleBabies, shows off some girls outfits at her store, at 53 Columbus Blvd.

products.

That includes accessories such as bibs, hats, mittens, baby boots and socks, but primarily the outfits, which consist of two-piece jogger suits — a shirt and pants — dresses, jackets and a new-style hooded jacket that will be on sale in the coming months.

“Pretty much anything that you can buy anywhere else, but all of our items have a twist to them,” said Ismail. Those twists being a dress that

is longer in the back, so that when a child gets taller, it can be converted to a shirt, or pajamas that close with magnets instead of hard button snaps.

While being practical, the clothes, which can be seen online and modeled by her three children, always feature the latest and greatest styles.

“We try to use different prints that someone might not necessarily use for a baby but we do that to make the kids

stand out and give them a different look, and the parents seem to enjoy the type of kind of funky prints we pick out,” said Ismail.

And with the early business success, Ismail isn't resting on her laurels as she and her husband Gulaid will constantly check out social media and the market for new product ideas, such as a belt that was featured on “SharkTank.”

“It's exciting when we can carry new things,” Ismail said.

Ismail said she tries to connect with local residents by attending the City Park Farmers Market and local fairs and hosting paint nights for kids.

“We really enjoy New Britain,” said Ismail, adding that the store offers a 10 percent discount to city residents and free shipping everywhere.

More information can be found at dribblebabies.com.

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