

Ciao! Ciao!

Our very first newsletter! How exciting is this?! We can't wait to share news and inspiration with you every other month via email with the **Bella Buzz!** In **Hot Topics** we will share what we are excited about right now. The more personal variable story on page one will change from issue to issue, while pages two through four will stay constant:

#### **Bella of the Ball**

Features a Bella Artista

#### **Challenge on the Blvd**

One challenge three designers

#### **Where in the World is Bella?**

Bringing inspiration from all around the world!

#### **Bringin' Bella Back!**

New ideas with previous products!

Hope this Holiday season brings you a fresh breath of inspiration!

*Stephanie*

## HOT TOPICS

Our newest product release is in the works! The last several months have been filled with excitement and anticipation as we await the reveal of a brand new booth at CHA in Anaheim, California! It's going to be bigger and better including a make-n-take for our loyal customers and fans and three brand new product collections. If you can't make it in person, be sure to visit Bella's Studio Blog, [www.bellablvd.typepad.com](http://www.bellablvd.typepad.com), for daily updates, inspiration and product reveals!

One more thing-do you want to be a Bella Artista? A Call for submissions has been posted via the website at [www.bellablvd.net](http://www.bellablvd.net) ! Check it out for details! Submission deadline: January 8, 2010.

## Midnight Magic

We've been busy promoting our newest Fall product release including **December Details**, a festive and merry Christmas collection. At Polka Dots in Mukwonago (WI) product designer Stephanie Hunt taught these two holiday cards during the annual Midnight Magic customer appreciation night.



# Bella Ball

of the Ball...the most Magnifica of them all!



I am in love with...  
all things PINK

My favorite place to shop is...  
Victoria's Secret

3 things I never leave the house without...  
ipod, phone & sunglasses

I am not...  
a morning person (I stay up way too late & average 4-5 hours of sleep a night!)

My favorite Starbucks drink:  
Venti non-fat peppermint mocha, no whip!

I could live without...  
A TV

Random Facts About Me...  
Always need my Christmas tree down before my birthday!!  
I am a licensed Cosmetologist!



## "St. Nick Shops @ Justice"

Bella Materials Used: Candy Cane Lane, Bits A Bella, Carla Berry alphabet stickers (December Details), Carla Posie alphabet stickers (Flirty).

## Her Homework

### "Create A Home Decor How-To"

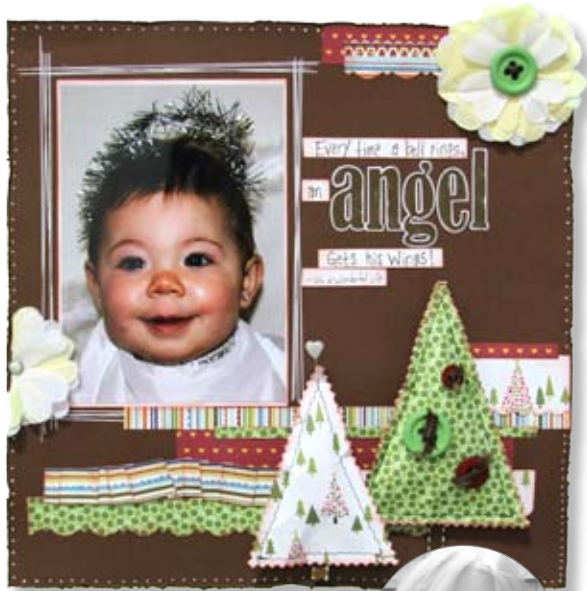


Materials Used: December Details papers.

# Designer Challenge on the



Use this kit;  
Create a Layout



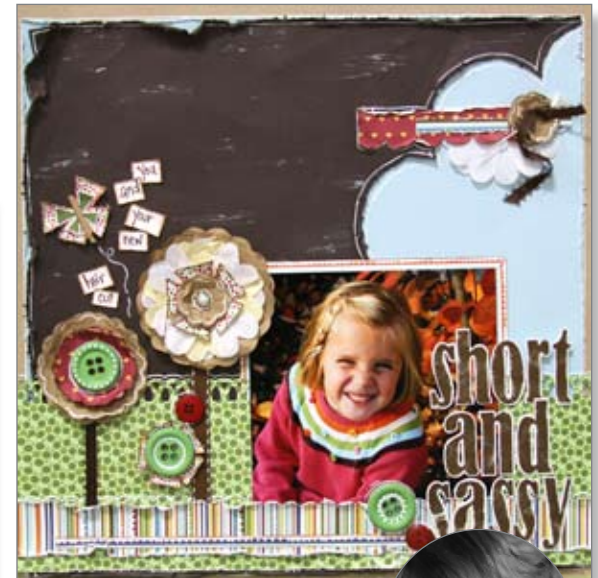
**"Angel"**

By Beth Gerlach



**"Keep On Swinging"**

By Stephanie Hunt



**"Short and Sassy"**

By Katherine McElvain

# Where in the world is Bella?

## "Sisters"



Bella Materials Used: Trellis (Plastino), High Maintenance, Party Girl, Bits A Bella (Flirty)

## "Gone Fishing"



Bella Materials Used: Trellis (Plastino), High Maintenance, Party Girl, Bits A Bella (Flirty)

Who? Roree Rumph.

Where? Birmingham, AL

Link: [roreerumph.blogspot.com](http://roreerumph.blogspot.com)

Who? Aida Haron.

Where? Singapore.

Link: [aidaville.blogspot.com](http://aidaville.blogspot.com)

## "Two Buds"

One of our very first product collections, **Family Tree**, is so popular for its Fall color palette and versatility. Francis from Louisiana created this dimensional layout by cutting out the bodies of the trees, giving them button centers, and putting dimensional adhesive underneath. The corrugated trunk gives the tree embellishment even more texture!



Bringin' Bella' Back!