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Bella BLVD™

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8 LET'S
go on an
ADVENTURE!

11 *fireworks*
& FREEDOM 

14 FLORENCE
alphabet stickers





A New Season For Bella Blvd: A Joint Venture Collaboration With Doodlebug Design Inc.

Dear Customers, Friends and Creatives,

Since the early days of my recovery from craniotomy surgery and later cancer diagnosis the doctors have highly recommended less stress in my life. As a result, life has been put into perspective. As I'm writing this to you, I am enduring a lengthy year-long journey with chemotherapy and am certainly trying to find my new normal. I often find myself weak and exhausted yet fighting the good fight and staying motivated by faith, family and creativity. Speaking of new normal, I have a *big* announcement to share with you...

I am thrilled to officially announce a joint venture collaboration between Bella Blvd and Doodlebug! Bella Blvd is now a brand of products operating under the powerhouse of Doodlebug Design Inc. This opportunity allows me to continue my gift of art and design which brings me the greatest joy and allows the stress of business decisions to be handled by someone I trust and love. Doodlebug is strong, organized, powerful, inspiring and at the end of the day, I trust Doodlebug with Bella Blvd. I am forever grateful to Cynthea Sandoval and her team for being willing to take on this collaboration. I know it's going to be amazing and that together we will create very colorful products!

Speaking of colorful products...We've got some new collections for you this season! Four new paper collections including **Home Sweet Home**, **Splash Zone**, **Let's Go On An Adventure** and **Fireworks & Freedom!** Plus, a new alphabet in #allthecolors! Collections include new Doohickey cardstock stickers and brand-new Acrylic Shapes plus all the other goodies you're used to seeing from Bella! There is so much color I can just squeal!

Moving away from the day to day business has been a difficult decision but will allow me to live longer; *I am choosing life*. Thank you for standing by me and the company through this very hard time. I want to thank my staff for holding down the fort for so many months; Their loyalty and support will never be forgotten.

Bella Blvd's products will begin shipping around March 31st, 2019 from the Doodlebug warehouse. Invoices and payments along with customer service will all filter through Doodlebug. We appreciate your patience during this transition and are excited about this new season for Bella Blvd! The mission of bringing you *Something Beautiful for Everyday™* remains the same.

Creatively Yours,

Stephanie Smokovich

Owner & Creative Director of Bella Blvd, Educator & Traveler

home sweet home 🏠



layout by Stephanie Buice

Every family has a story and home is certainly a feeling. **Home Sweet Home** is a colorful celebration of the people you love that are always welcome and the crazies that are your tribe. Inspired by magnolia, we've created a **colorful** take on houseplants and mosaic tiles! Here's to **family** dinners, family drama, and family life! After all, there's no place like **home**.

HSH2061 Collection Kit



INCLUDES THESE BELLA BLVD SIGNATURE COLORS:

- Cotton Candy
- Punch
- Orange
- Bell Pepper
- Gulf
- Blueberry

HSH2043 Home Sweet Home



HSH2044 Always Welcome



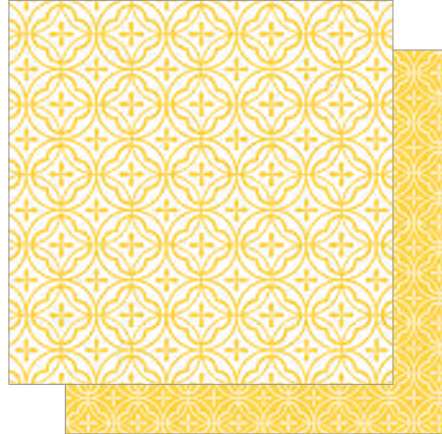
HSH2045 Houseplants



HSH2046 Welcome Home



HSH2047 Mosaic Tile



HSH2048 All My Love



HSH2049 Borders



HSH2050 Daily Details



971 White Hearts Clear Cuts



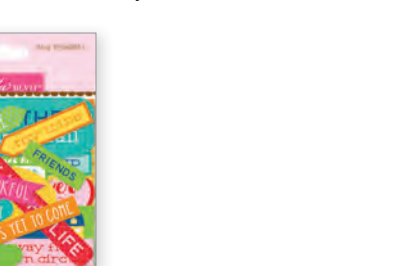
HSH2052 Ephemera Icons



HSH2053 Ephemera Words



973 Blueberry Chevies Clear Cuts



ORDER TODAY!

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HSH2051 Doohickey
Cardstock Stickers



HSH2054 Chipboard Icons



1105 So In Love
Chipboard



PFABC1682 Punch
Wonky Alpha Puffy Stickers



2058
Epoxy Icons



2059
Swiggle Washi



.3125" x 30'

2060
Oh My Heart
Washi



.625" x 30'

MAN1735 Leaf
an Impression
Washi



.625" x 30'

MAN1740 Mind
Your Manners
Pennants



PEN1912 Family 2
Pennants



HH1950 Sunshine
Heart Hugs



ACR2057 Heart
Mix Acrylic
Shapes



ACR1660
Home & Namaste
Acrylic Words



ACR2055
Blessed
Acrylic Word



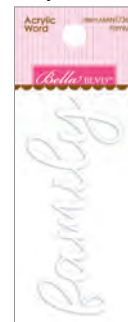
ACR2056
My Heart
Acrylic Words



ACR1927
Home
Acrylic Word



MAN1736
Family
Acrylic Word





Splish! Splash! Sunshine! Whether you're relaxing outside with a sprinkler or swimming like a fish in the pool this summertime collection is for you. Dive in for a colorful good time of flip flops, floaties, sunglasses, waves and awesome water vibes! Enjoy the sunny days with **Splash Zone** from Bella Blvd!

SZ2080 Collection Kit



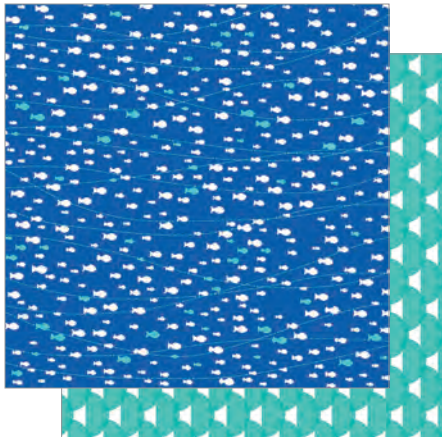
INCLUDES THESE BELLA BLVD SIGNATURE COLORS:

- Cotton Candy
- Punch
- Bell Pepper
- Saltwater
- Ice
- Gulf
- Scallop

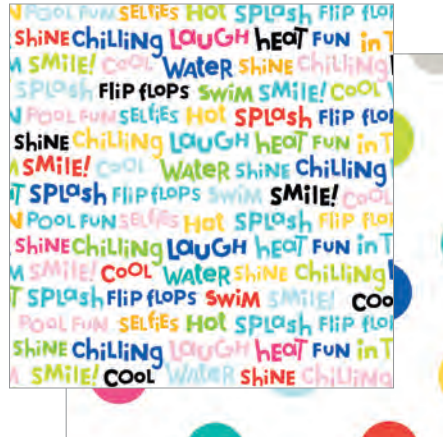
SZ2062 Summer Scramble



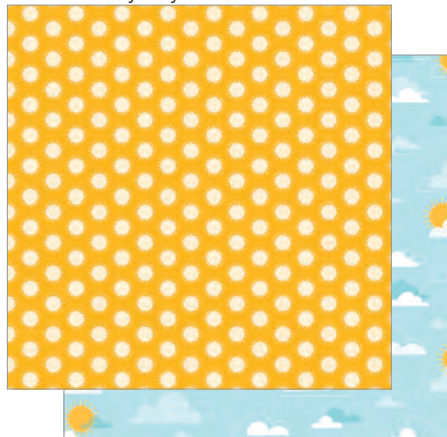
SZ2063 Swim Like A Fish



SZ2064 Word Jumble



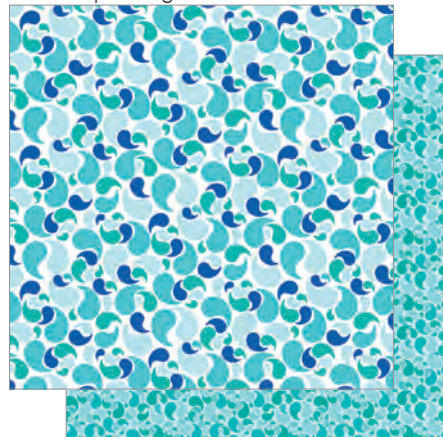
SZ2065 Sunny Days



SZ2066 Flower Garden



SZ2067 Splashing Around



SZ2068 Borders



SZ2069 Daily Details



972 Pickle Juice
Chevies Clear Cuts



SZ2071 Ephemera Icons



SZ2072 Ephemera Words



921 Calendar Invisibles

SZ2070 Doohickey Cardstock Stickers



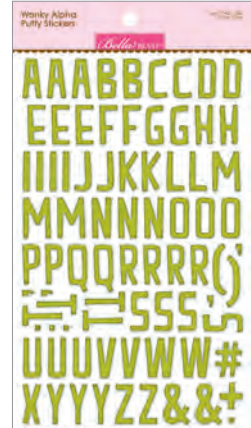
SZ2073 Chipboard Icons



1104 Hello There Chipboard



PFABC1686 Pickle Juice Wonky Alpha Puffy Stickers



2077 Epoxy Icons



2078 Rainbow Washi



.3125" x 30'

2079 Ice Dot Washi



.625" x 30'

PEN1920 Summer Pennants



1198 Pretty Boy Cute Clips



938 Gulf Bella Bows



HH1949 Pretty in Pink Heart Hugs



ACR2076 Star Mix Acrylic Shapes



ACR1653 Embrace Today Acrylic Words



ACR2075 Family Fun Acrylic Words



WBB1977 Happy Acrylic Word



ACR2074 Splish Splash Acrylic Words



1358 Gift Tags





What do you consider an adventure? Sky diving? Mountain climbing? What about a hot air balloon ride, or camping? Maybe it's making a fairy garden or sailing away! Is it simply relaxing under the stars in your backyard? Whatever it is, this collection has got you covered! Wander where the wifi is weak and let your dreams take flight with this outdoorsy **Let's Go on an Adventure** collection from Bella Blvd.

AD2103 Collection Kit



INCLUDES THESE BELLA BLVD SIGNATURE COLORS:

- | | |
|---|--|
| ● Cotton Candy | ● Saltwater |
| ● Bell Pepper | ● Ice |
| ● Orange | ● Blueberry |
| ● Pickle Juice | ● Scallop |
| ● Guacomole | ● Oyster |

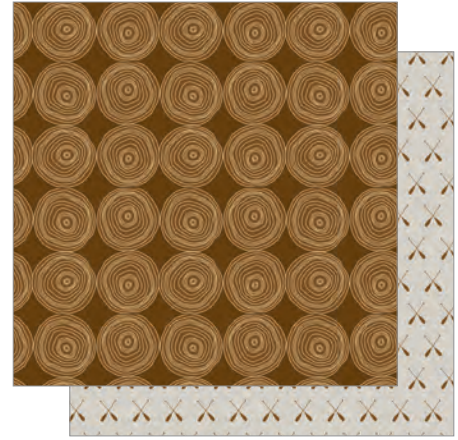
AD2081 Shy Foxes



AD2082 In the Woods



AD2083 Wood Stumps



AD2084 Park Map



AD2085 No Wifi Script



AD2086 Mountain Peaks



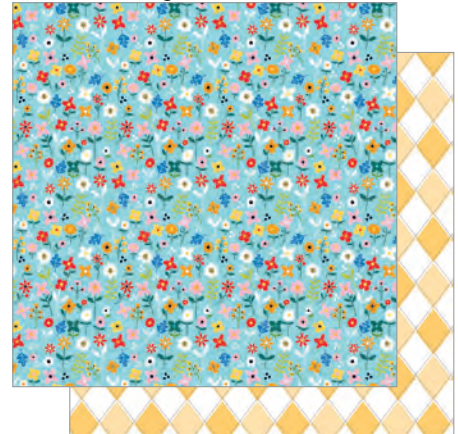
AD2087 Fairy Garden



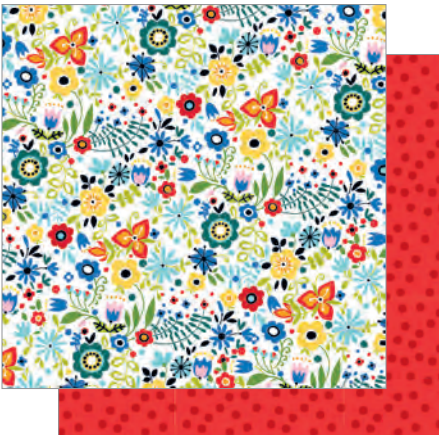
AD2088 Balloon Ride



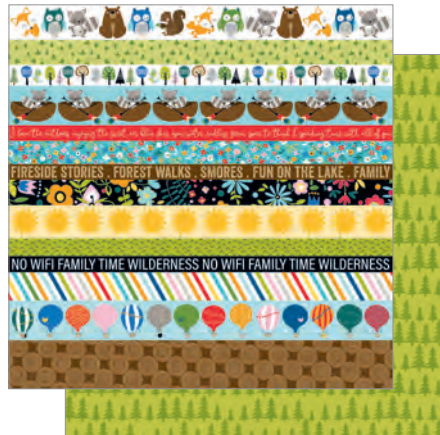
AD2089 Morning Meadow



AD2090 Wildflowers



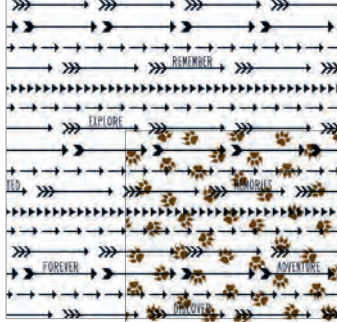
AD2091 Borders



AD2092 Daily Details



874 Arrows Clear Cuts



920 Chit Chat Invisibles



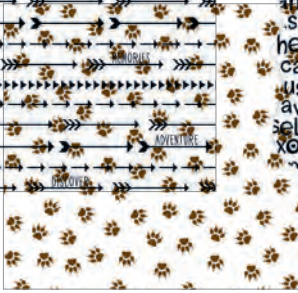
2100 Epoxy Icons



AD2094 Ephemera Icons



875 Bear Tracks Clear Cuts



AD2093 Doohickey Cardstock Stickers



AD2096 Chipboard Icons



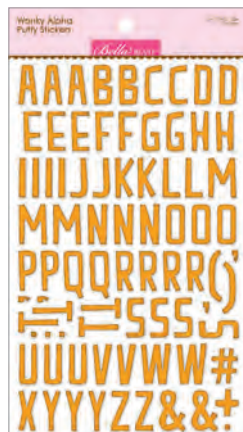
AD2095 Ephemera Words



PFST1676 Pickle Juice Mix Stars Puffy Stickers



PFABC1684 Orange Wonky Alpha Puffy Stickers



2101 Dotty Washi



.3125" x 30'

2102 Foxy Washi



.625" x 30'

1171 Wild Things Washi



.625" x 30'

PEN1918 Outdoors Pennants



BUG1865 Pennants



1193 Pumpkin Spice Cute Clips



HH1953 Earth Heart Hugs



ACR2099 Tree Mix Acrylic Shapes



ACR1658 Explore & Play Acrylic Words



ACR2097 Live Love Camp Acrylic Words



ACR2098 At The Lake Acrylic Words



ACR1926 Adventure Acrylic Word



BUG1866 Fascinating Acrylic Word





layout by Stephanie Buice

We don't know about you, but our hearts certainly bleed red, white and blue! Celebrate your patriotic love with **Fireworks & Freedom** including Fourth of July, Veteran's Day, Election days and more! Honor the land that we love by waving the stars & stripes proudly. Parades around town and firework shows encourage us to be united, brave and proud to be Americans!

FF2042 Collection Kit



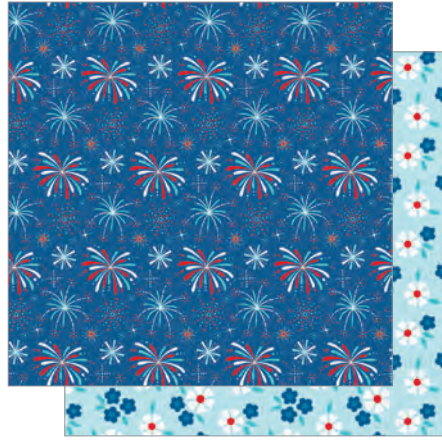
INCLUDES THESE BELLA BLVD SIGNATURE COLORS:

- McIntosh
- Blueberry
- Saltwater
- Ice
- Pickle Juice
- Guacomole
- Scallop

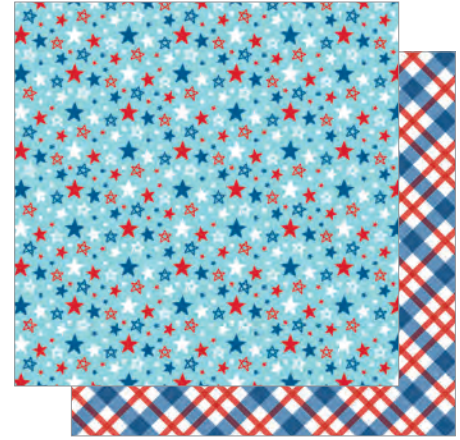
FF2025 Land That I Love



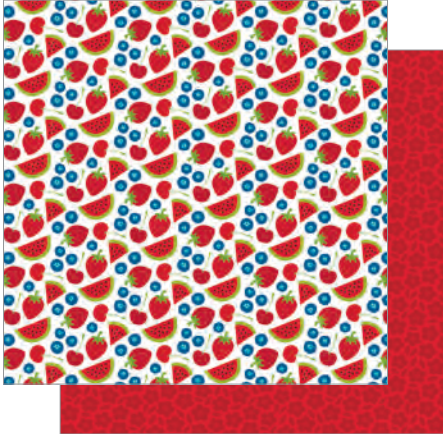
FF2026 Boom Boom



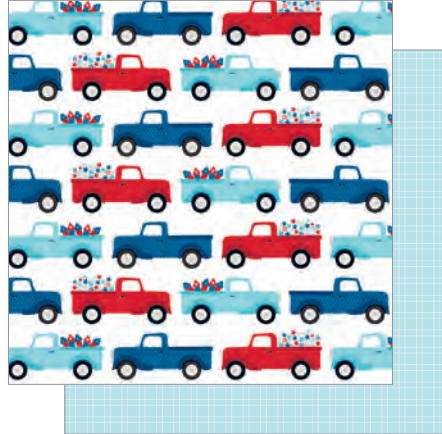
FF2027 Patriotic



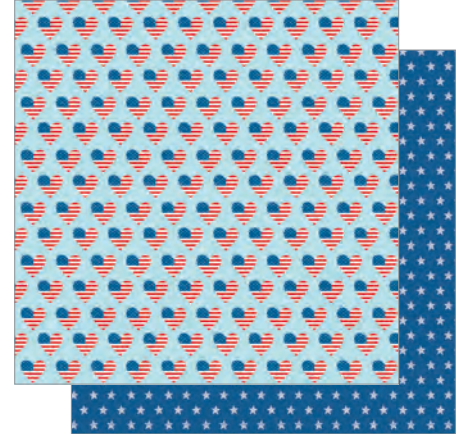
FF2028 Juicy Fruits



FF2029 Truck Parade



FF2030 Love the USA



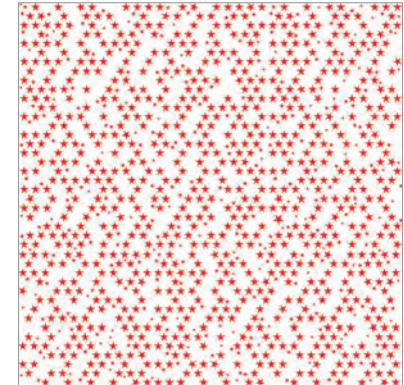
FF2031 Borders



FF2032 Daily Details



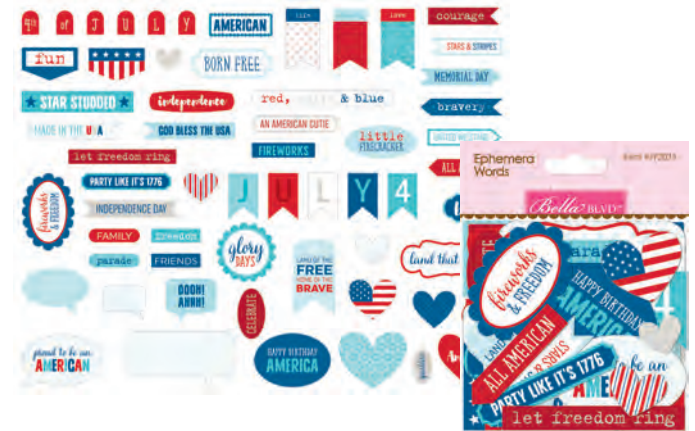
964 McIntosh Stars Clear Cuts



FF2034 Ephemera Icons



FF2035 Ephemera Words



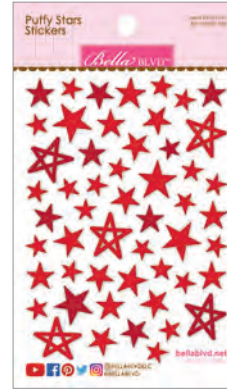
FF2033 Doohickey
Cardstock Stickers



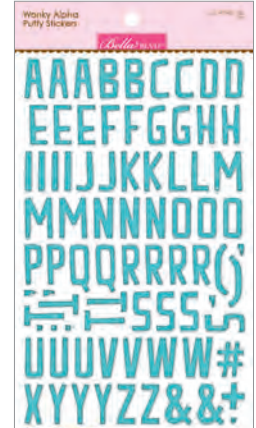
FF2036 Chipboard Icons



PFST1671 McIntosh Mix
Stars Puffy Stickers



PFABC1687 Ice
Wonky Alpha Puffy Stickers



2039
Epoxy Icons



2040
Red Stripe Washi



.3125" x 30'

2041
Stars Washi



.625" x 30'

HH1948 Wild Berry
Heart Hugs



HH1951 Rainy Day
Heart Hugs



953 Ice
Enamel DooDads



ACR2038
Patriotic Stars
Acrylic Shapes



ACR1657
Sparkle & Shine
Acrylic Words



ACR1924
Memories
Acrylic Word



ACR2037
America
Acrylic Word



ACR1925
Awesome
Acrylic Word



FLORENce

alphabet stickers

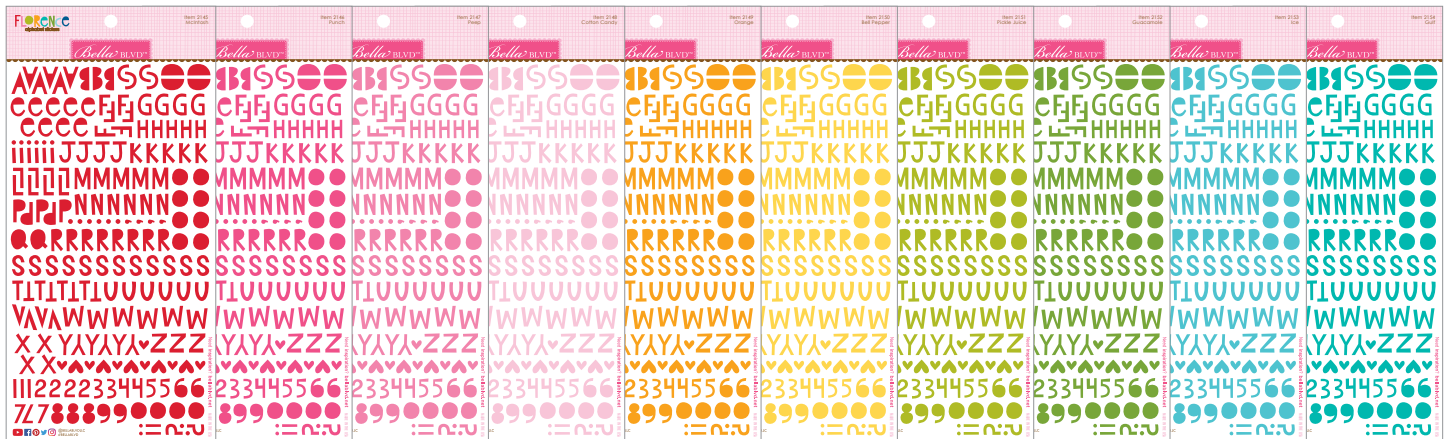
Measuring .625" tall, this alphabet is available in all the Bella Blvd signature colors!



- 2145 McIntosh
- 2146 Punch
- 2147 Peep
- 2148 Cotton Candy
- 2149 Orange
- 2150 Bell Pepper
- 2151 Pickle Juice
- 2152 Guacamole
- 2153 Ice
- 2154 Gulf
- 2155 Blueberry
- 2156 Plum
- 2157 Oyster
- 2158 Pony
- 2159 Black
- 2160 White



layout by Stephanie Buice



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