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*Bella* BLVD™

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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 31<sup>st</sup>, 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*<sup>™</sup> remains the same.

Creatively Yours,

*Stephanie Smokovich*

Owner & Creative Director of Bella Blvd, Educator & Traveler



So grateful to have the opportunity to have all these beautiful ladies in my home. We laughed, cried, and most importantly showered Nicky with gifts for her well-awaited soon-to-be arrival! Nana (84), Mom (60), Samantha (14), me (34), Nicky (32), Angela (37), Madelyn (16) and Anabelle (18). We are strong and kind, and together we can conquer the world! This is my happy place right here! -April 22, 2018

family  Home

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



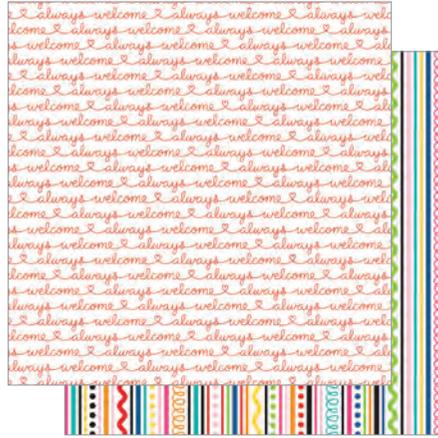
INCLUDES THESE BELLA BLVD SIGNATURE COLORS:

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

HSH2043 Home Sweet Home



HSH2044 Always Welcome



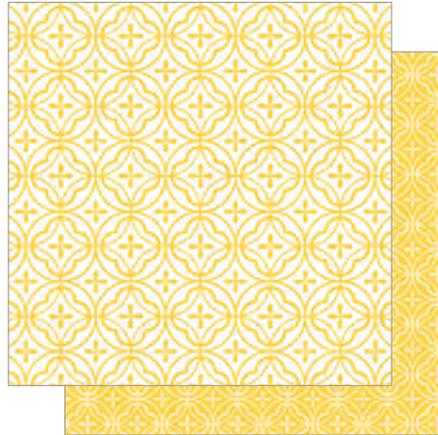
HSH2045 Houseplants



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



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HSH2051 Doohickey Cardstock Stickers



HSH2054 Chipboard Icons



1105 So In Love Chipboard



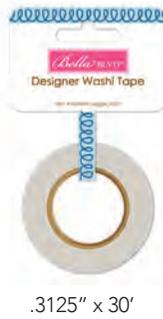
PFABC1682 Punch Wonky Alpha Puffy Stickers



2058 Epoxy Icons



2059 Swiggle Washi



2060 Oh My Heart Washi



MAN1735 Leaf an Impression Washi



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



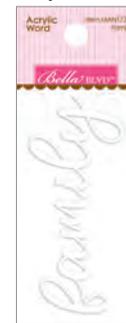
ACR2056 My Heart Acrylic Words



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



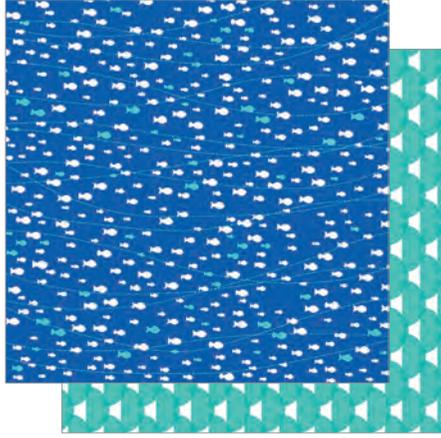
INCLUDES THESE BELLA BLVD SIGNATURE COLORS:

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

SZ2062 Summer Scramble



SZ2063 Swim Like A Fish



SZ2064 Word Jumble



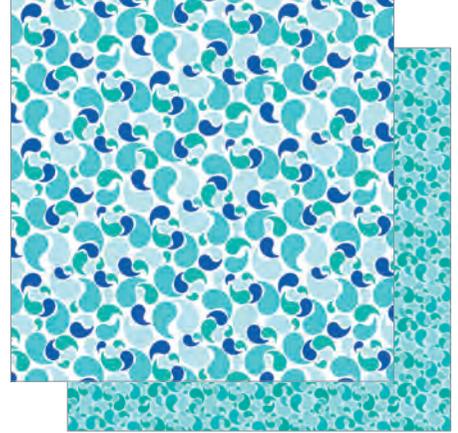
SZ2065 Sunny Days



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



2079 Ice Dot Washi



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





layout by Stephanie Buice

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

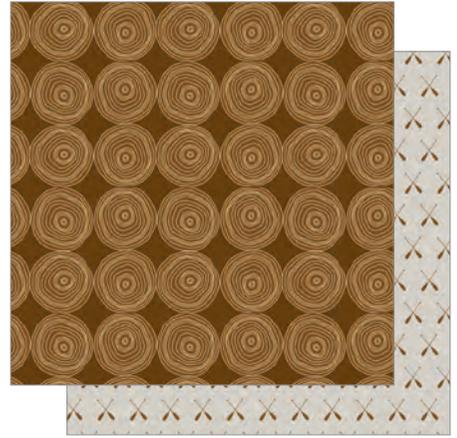
AD2081 Shy Foxes



AD2082 In the Woods



AD2083 Wood Stumps



AD2084 Park Map



AD2085 No Wifi Script



AD2086 Mountain Peaks



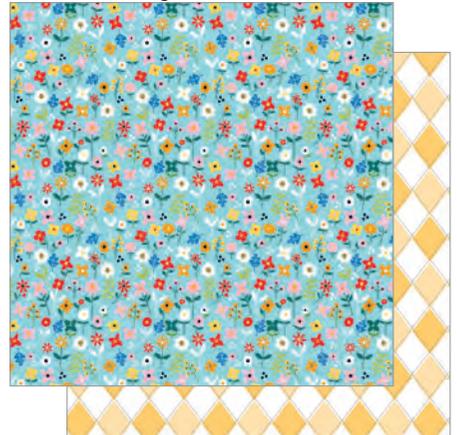
AD2087 Fairy Garden



AD2088 Balloon Ride



AD2089 Morning Meadow



AD2090 Wildflowers



AD2091 Borders



AD2092 Daily Details



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874 Arrows Clear Cuts



920 Chit Chat Invisibles



2100 Epoxy Icons



AD2094 Ephemera Icons



875 Bear Tracks Clear Cuts



AD2093 Doochiey 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





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!

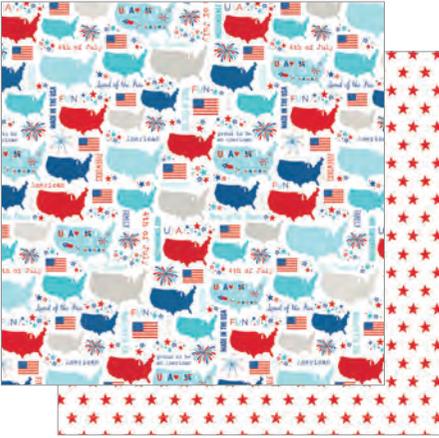
FF2042 Collection Kit



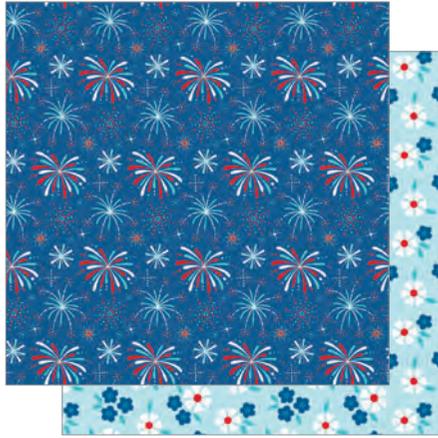
INCLUDES THESE BELLA BLVD SIGNATURE COLORS:

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

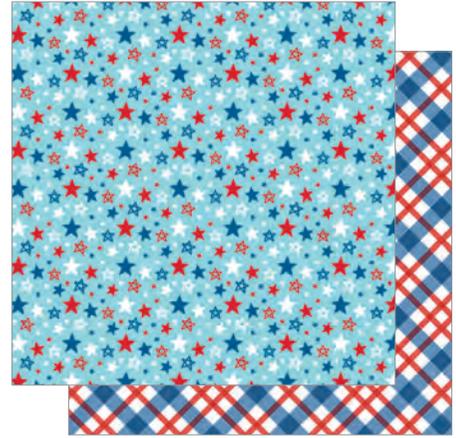
FF2025 Land That I Love



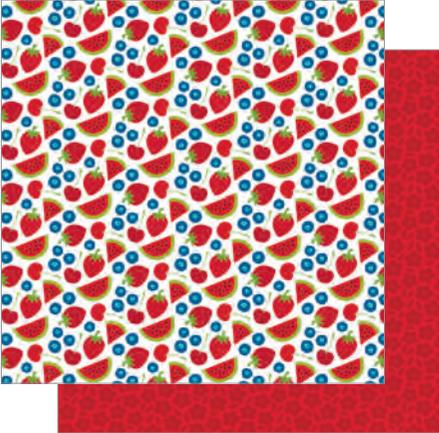
FF2026 Boom Boom



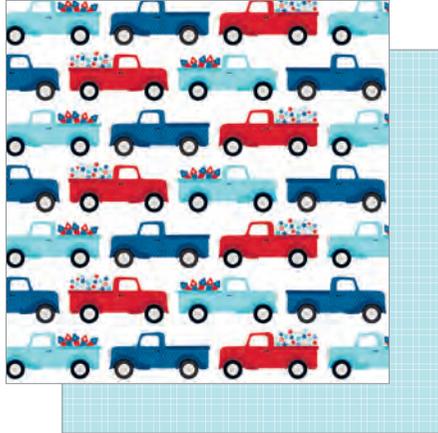
FF2027 Patriotic



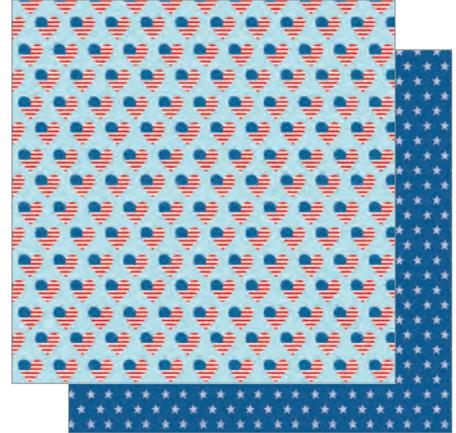
FF2028 Juicy Fruits



FF2029 Truck Parade



FF2030 Love the USA



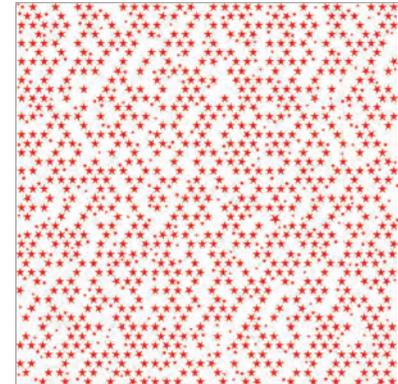
FF2031 Borders



FF2032 Daily Details



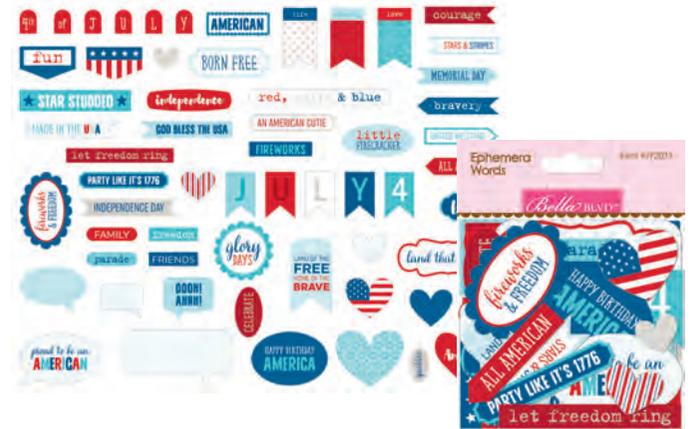
964 McIntosh Stars Clear Cuts



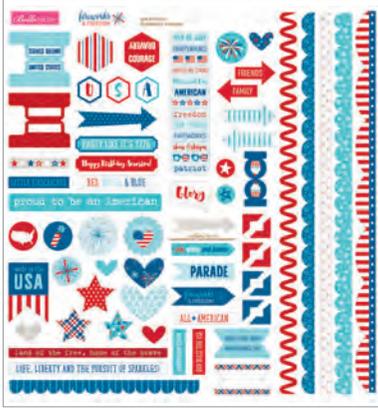
FF2034 Ephemera Icons



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



Something beautiful for everyday.™

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