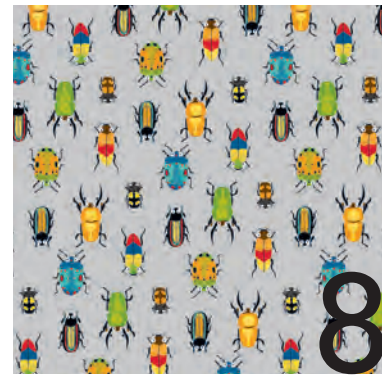
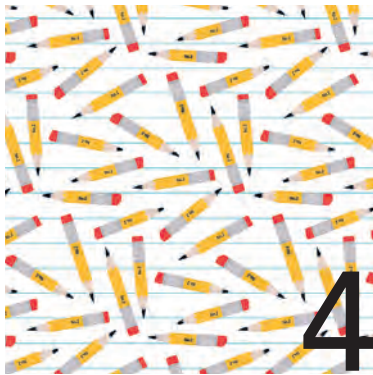


WINTER 2018
SUPPLEMENT



contents



greetings CRAFTY FRIENDS & FANS



Happy New Year friends! It's time to begin celebrating Bella Blvd's tenth birthday! That's right, 2018 is the year of ten...Ten years of Something Beautiful for Everydaytm!

I can remember Bella Blvd's very first trade show and how nervous I was being there. Would people even like what I designed? Would customers find Bella Blvd in the new exhibitor section? Will this turn into anything? I was just a girl with a dream, learning as I went. The very first collections debuted with single-sided papers, a coordinating sticker sheet, and an alphabet sticker. I also remember spending hours planning that booth and carrying the step stool all around Anaheim as we went from the convention center to dinner then back to the hotel. Fast forward ten years later and we have more than 1,500 products that have been dreamt, designed and brought to life! Thanks to loyal customers, dear fans, and industry colleagues we are happy and incredibly humbled to be here today.

In this, our twenty-first trade show to date, we've got seven new themed collections, ten new acrylic words and ten new felt pennants (ten ten ten)! Bella Blvd's collections include **Pop Quiz** (school with a touch of graduation), **Bug Explorer** (for all the littles' outdoor adventures), **Island Escape** (delightful tropical getaway), **Mom Life** (because the mom struggle is real) and **Dad Style** (classic and handsome) too!

In addition, Bella's legacy collection is growing! We've added 10 new colorful **Acrylic Words** in all your favorite Bella Blvd signature colors! And yummy new **Felt Pennants** have been upgraded to a much higher standard of quality, and now will include 3 little sticks too! They're darling for so many kinds of products!

The Illustrated Faith brand strategy has been refreshed! The two new collections, **Fruit of the Spirit** and **All People All Nations** have a beautiful hand-of-the-artist feel to them. New sticker shapes and beautiful new shaped tip-ins are some of the favorites amongst the beautiful colors and global trends! Lastly, we have created new sticker booklets for the **Basics** series of Illustrated Faith-don't miss the wordfettis, brushed lettering and clear alphabets too!

Over the course of ten years Bella Blvd has certainly grown into a company that I am truly proud of. It takes a village of people to make this company turn out beautiful products, outstanding customer service and a strong shipping and fulfillment team. I'm incredibly grateful for the opportunity to be self employed and for the team, customers, family and friends that continue to help us move forward and press on into ten years of color! Thank you so much, now let's celebrate!

Creatively Yours,

Stephanie Smokovich

Owner & Creative Director of Bella Blvd, Educator & Traveler

POP QUIZ!

layout by Stephanie Buice



Science. History. Algebra. Geometry. Pr-Calculus. Study Hall!

Get to class and finish your homework with Pop Quiz™ from Bella Blvd. The primary color palette is filled with hexagons and DNA details, even paper airplanes too! Pick up your number two pencil and pass the test with this versatile school collection that's great for kids of all ages, and includes touches of graduation too! Available February 2018.

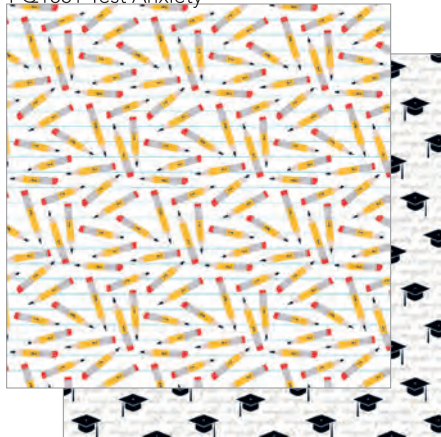
INCLUDES THESE BELLA BLVD SIGNATURE COLORS:

- | | |
|--------------|-----------|
| McIntosh | Blueberry |
| Orange | Ice |
| Pickle Juice | Scallop |
| Guacamole | Oyster |
| Gulf | |

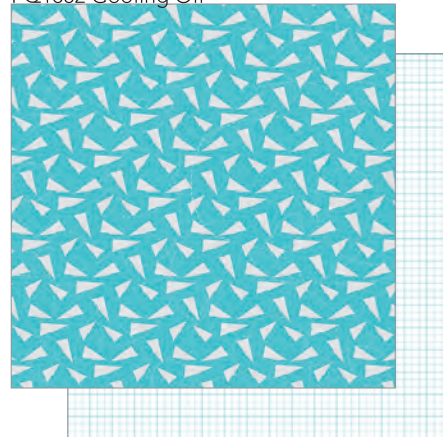
PQ1880 Get to Class



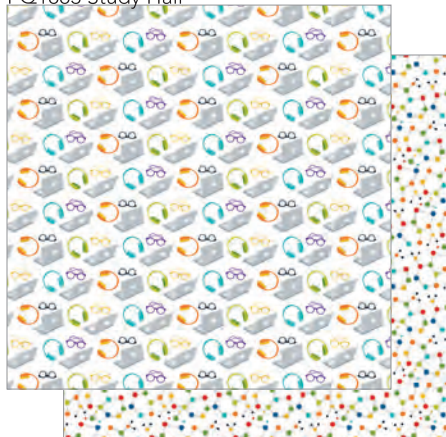
PQ1881 Test Anxiety



PQ1882 Goofing Off



PQ1883 Study Hall



PQ1884 Borders



PQ1885 Daily Details

PQ1886
Sticky Mix Stickers

PQ1887 Ephemera Die Cuts

PQ1889
Pennants

Now include 3
wooden sticks too!

MAN1890 Homework
Acrylic Word

PQ1888 Chipboard Icons



PQ1891 Pop Quiz Collection Kit



Island ESCAPE

layout by Stephanie Buice



The beach is always a good idea! Escape to the tropical bliss of palm trees, the smell of fresh fruit and salt of the ocean. Soak up the sun with rich colors and gorgeous florals. Vacation comes to life with Island Escape™ from Bella Blvd. Rich blues and lush greens create the perfect backdrop for your vacation photos and surfing memories! Summer break has never been so fabulous! Available February 2018.

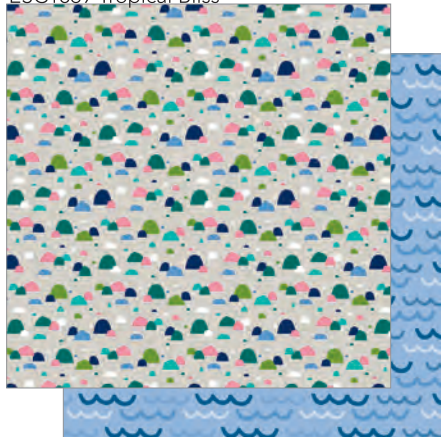
INCLUDES THESE BELLA BLVD SIGNATURE COLORS:

- Guacamole
- Gulf
- Blueberry
- Scallop

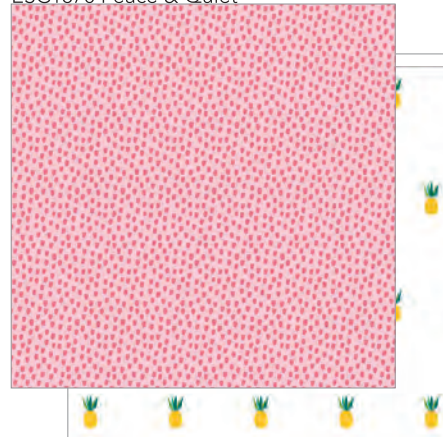
ESC1868 Moonlit Kisses



ESC1869 Tropical Bliss



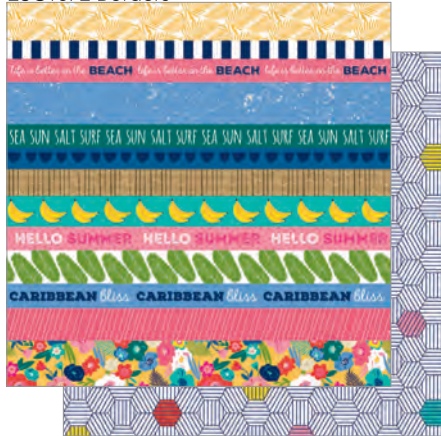
ESC1870 Peace & Quiet



ESC1871 Good Vibes



ESC1872 Borders



ESC1873 Daily Details

ESC1874
Sticky Mix Stickers

ESC1875 Ephemera Die Cuts

ESC1877
Pennants

Now include 3
wooden sticks too!

ESC1878 Sunshine & Paradise
Acrylic Word

ESC1876 Chipboard Icons



ESC1879 Island Escape Collection Kit



EXCLUSIVE
BONUS
PATTERN

BUG EXPLORER

layout by Stephanie Burce



Creepy...Crawly...Wiggly...It's a bug discovery!

From caterpillars and beetles to dragonflies and ladybugs, little creatures sure are fun to explore! Get outside and enjoy a bug catching adventure today-learn all the fun facts: Did you know an ant can carry three times its own weight? The primary colors and grassy greens are perfect for outdoor adventures with Bug Explorer™ from Bella Blvd. Available February 2018.

INCLUDES THESE BELLA BLVD SIGNATURE COLORS:

- McIntosh
- Guacamole
- Orange
- Blueberry
- Bell Pepper
- Saltwater
- Pickle Juice

SHIPS **FEBRUARY** 2018

BUG1856 Wiggle Wiggle



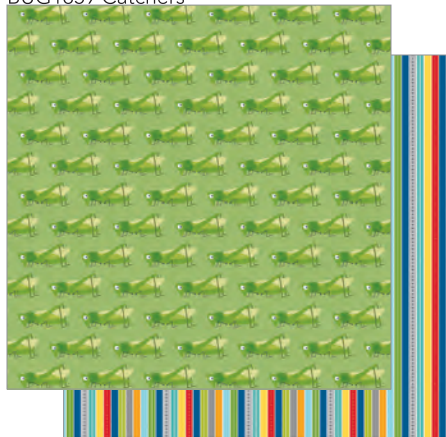
BUG1857 Nature Study



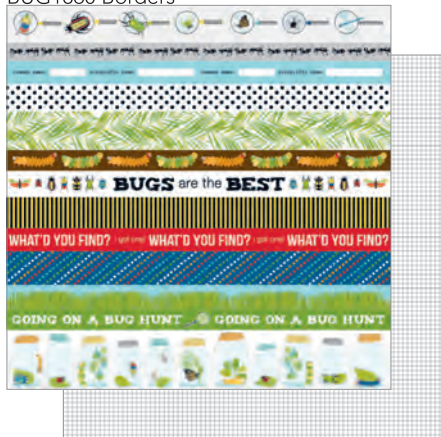
BUG1858 Discovery



BUG1859 Catchers



BUG1860 Borders



BUG1861 Daily Details

BUG1862
Sticky Mix Stickers

BUG1863 Ephemera Die Cuts

BUG1865
Pennants

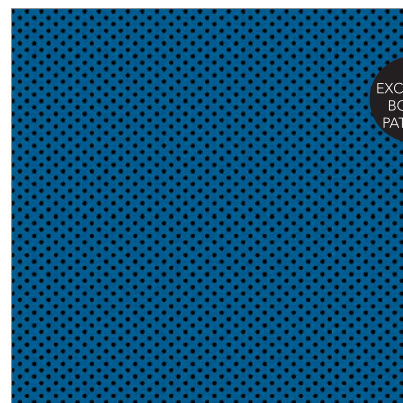
Now include 3
wooden sticks too!

BUG1866 Fascinating
Acrylic Word

BUG1864 Chipboard Icons



BUG1867 Bug Explorer Collection Kit



EXCLUSIVE
BONUS
PATTERN



layout by Stephanie Buice



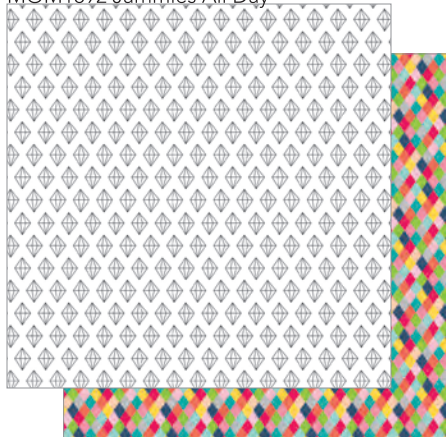
Being “mom” is a full time job! The struggle is real! The days are long, but the years are short! Mom Life™ from Bella Blvd, inspired by Stephanie’s recent journey into motherhood includes a soft yet bold palette that is both nurturing and busy... Because let’s be honest, that’s what mom life is all about! Organizing the schedule, paying bills, snuggling up, preparing dinner, (trying) to keep a clean house and everything in between. Don’t lose sight of all the memories being made and the love given in the little moments each and every day. Hey mom, you got this! Available February 2018.

INCLUDES THESE BELLA BLVD SIGNATURE COLORS:

- Cotton Candy
- Bell Pepper

SHIPS **FEBRUARY** 2018

MOM1892 Jammies All Day



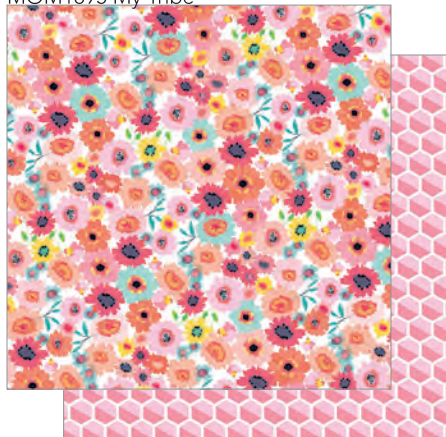
MOM1893 Love You More



MOM1894 Houseplants



MOM1895 My Tribe



MOM1896 Borders



MOM1933 Daily Details

MOM1897
Sticky Mix Stickers

MOM1898 Ephemera Die Cuts

MOM1899
Pennants

Now include 3
wooden sticks too!

MOM1900 Mom Life Collection Kit



EXCLUSIVE
BONUS
PATTERN

DADstyle

layout by Stephanie Buice



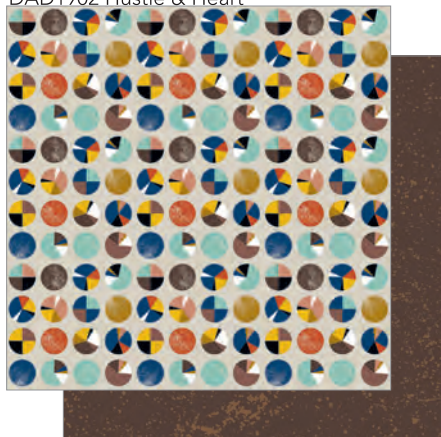
Mentor. Protector. Friend. Coach. Provider. Father. Hero.

He might have the corniest dad jokes or the legendary mustache, but let's be honest, dads and grandpas are the best! From the father-daughter bond, to the work hard mentality, these men are amazingly tough and surprisingly gentle. Dad Style™ from Bella Blvd is full of debonair colors for both dads and grandpas alike. The collection's nostalgic feel makes this collection timeless for all guys! Available February 2018.

DAD1901 Dress to Impress



DAD1902 Hustle & Heart



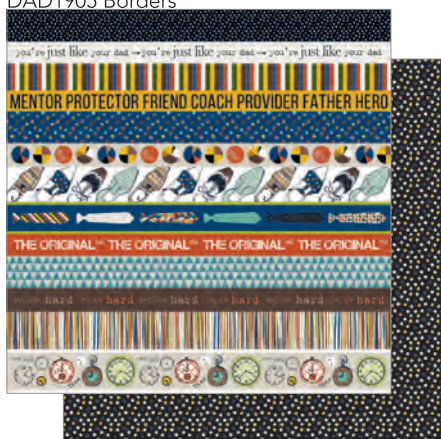
DAD1903 Storyteller



DAD1904 Grandpa's Pocketwatch



DAD1905 Borders



DAD1934 Daily Details



DAD1906
Sticky Mix Stickers



DAD1907 Ephemera Die Cuts



DAD1908
Pennants



Now include 3 wooden sticks too!

DAD1909 Dad Style Collection Kit





ACRYLIC WORDS

Perfectly colorful, matching Bella's signature palette, these acrylic words are easy to adhere and add the perfect touch to any project!



layout by Stephanie Buice

ACR1922
Let's Party

let's
party

ACR1923
Hot Mess

hot mess

ACR1928
Perfect

perfect

ACR1924
Memories

MEMORIES

ACR1930
Fabulous

fabulous

ACR1925
Awesome

AWESOME

ACR1927
Home

HOME

ACR1926
Adventure

adventure

ACR1929
Adorable

adorable

ACR1921
Birthday

BIRTHDAY



LAYERED FELT PENNANTS

Yummy new Felt Pennants have been upgraded to a much higher standard of quality and now will **include 3 little sticks** too!

PEN1911
Family 1



PEN1912
Family2



PEN1913
Love



PEN1914
Baby



PEN1915
Boy



PEN1916
Girl



PEN1917
Today



PEN1918
Outdoors



PEN1919
Shapes



PEN1920
Summer



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✉ sales@bellablvd.net

Across oceans, plains, mountains, and tundras, one thing you can always find is God's LOVE-- it is a language we ALL understand! Inspired by global cultures, these elements will remind you of your connection to others and the calling on your life to simply love without borders. Allow All People All Nations to lead you to the margins of your Bible and into your paper crafting adventures. Let God lead your life! Available February 2018.

1840 Hand In Hand



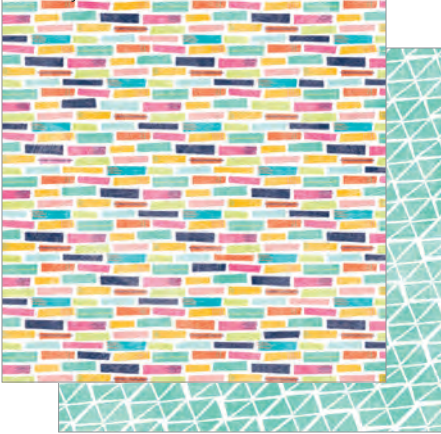
1841 United



1842 Hope



1932 My Foundation



1843 Borders & 3x4s



1844 Say It Loud Stickers



1845 Scripts Clear Stickers



1846 Ephemera Die Cuts



Backsides include scripture prompts

1847 Be Blessed Washi .625"



1849 Icons Clear Stamps



New Size: 3x4"

1851 All People All Nations Collection Kit



1848 Shapes Tip Ins



Versatile printed backsides too!



Bible entry by Shanna Noel

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17



Inspired by scripture, Galatians 5:22.

This juicy collection is full of sweet colors and positive words that we hope will inspire you to pluck the Fruit of the Spirit right off the tree! Use these fresh products to document all the delicious blessings the Lord has for you in this season and use time in the Word to grow in Him. God's bounty of virtues is ripe for the picking! Fruit of the Spirit from Bella Blvd and Illustrated Faith, available February 2018.

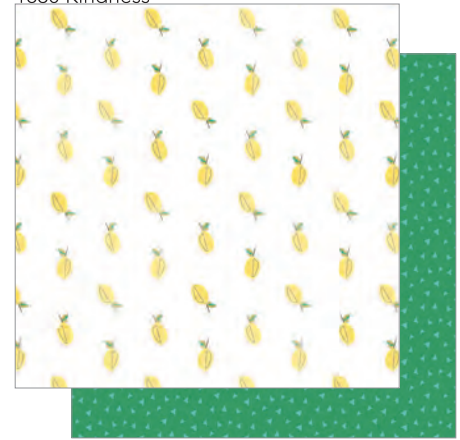
1828 Faithfulness



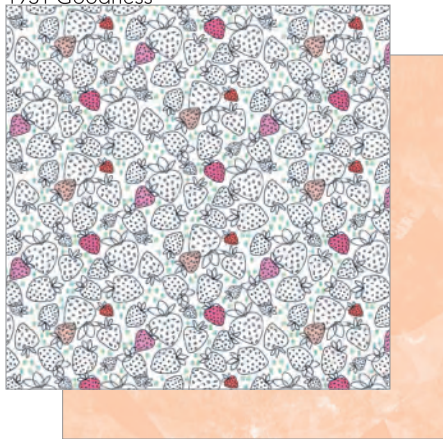
1829 Gentleness



1830 Kindness



1931 Goodness



1831 Borders & 3x4s



1832 Say It Loud Stickers



1833 Scripts Clear Stickers



1834 Ephemera Die Cuts



Backsides include scripture prompts

1835 Spirit Washi .625"



1837 Icons Clear Stamps



New Size: 3x4"

1839 Fruit of the Spirit Collection Kit



1836 Shapes Tip Ins



Versatile printed backsides too!



Bible entry by Shanna Noel

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Bible entries by Shanna Noel

1852 Words Cardstock Sticker Booklet



Six cardstock sticker sheets of Biblical words and phrases!

1853 Brushed Words Clear Sticker Booklet



Six clear sticker sheets containing fifteen different phrases and words! Just as if you scripted them yourself!

1854 Tiny Colorful Alphas Clear Sticker Booklet



Seven clear sticker sheets including six full sheets of solid color alphabets! Alphabets measure .25" wide by .5" tall



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