



a star is born™  
shine bright ★ dream big

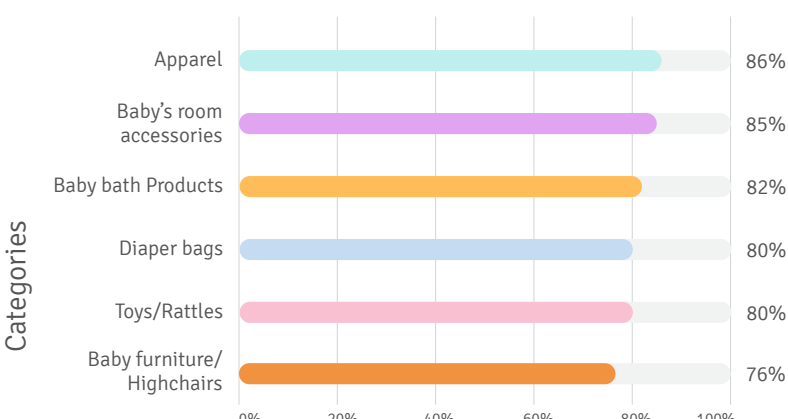


Click Here for Brand Video

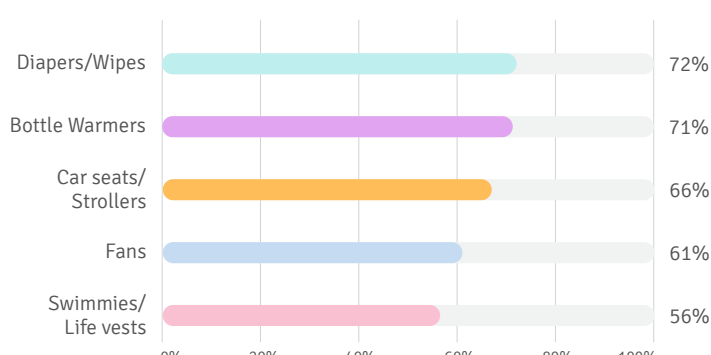


## Consumer Survey Results

More than 3 out of 4 people associated A Star is Born with the below categories:



More than 2 out of 4 people associated A Star is Born with the below categories:



80% of respondents agreed they will consider buying A Star Is Born

Apparel, Baby room accessories, and Baby bath products are **top three categories** of products associated with name and logo combination.

Cool Brands partnered with one of the world's largest consumer research companies to develop and field a proprietary research study. This company's expertise in qualitative and quantitative solutions coupled with their knowledge in research, testing and consumer data points makes them best in class.

A Star is Born is more than just a children's brand—it's a movement that strives to bring the kind of joy, security and love we all want for our little ones. Our standards for product inspire comfort with creative designs and innovative features. From the coziest apparel in richly soft and sustainable fabrics to fun and durable toys with clever touches tailored for those little hands, every single piece from A Star Is Born embodies pure love and attention to detail.

When it comes to choosing the right brand for busy parents, A Star Is Born is the perfect pick! Our brand reflects and shares values that busy families can relate to - from feeling stressed out and lacking in time, to striving for success and making the most of each day. We understand how important it is for a parent to be able to trust the quality of something they entrust their children's safety with - which is why we're committed to crafting well-designed and engineered products made with love and care.

*It's what all parents do when **THEIR** Star is Born.*

## Our Categories

A Star is Born will give you and your little one the star treatment with an extensive selection of stylish and functional products for any occasion.



Apparel



Health + Wellness



On the Go



Home + Baby



Play

## A Star is Born Pillars

A Star Is Born strives to be the star that lights up your night; a beacon of brightness you want to share with the world. We strive to bring a sense of comfort, happiness, and a feeling of reassurance in all we do. A Star is Born instantly reaches into the heart of its customers and leaves them enchanted.

Our five points, modeled after our star, showcase how seriously we take our responsibility to establish meaningful connections with our customers –

### Safety

Our products are crafted with love and care, so you can rest assured your child is always safe and secure.

### Value

Our products provide the perfect balance between technology and wallet-friendly affordability - stay ahead of trends without breaking your budget!

### Comfort

Our eco-friendly designs are made with quality materials and soft fabrics, so that you and your little star can feel cozy in the utmost comfort.

### Fun

Our brand is dedicated to crafting innovative experiences that bring the whole family closer. We believe in having fun and learning through laughter and touch, making each moment a one-of-a-kind adventure!

### Trust

At our core, we strive to be a beacon of integrity and reliability. We believe in providing products that improve the lives of those that use them while also making a positive contribution within our communities.



## Solutions, Not Gimmicks™

At A Star is Born, we're on a mission to transform your family's life with our innovative and baby friendly products incorporating a strong price/value ratio, designed to keep up with your little one's adventures. We're all about substance, creating solutions crafted from diverse inspirations to support the modern-day family on the go – No gimmicks here!

## Technologies

At A Star Is Born, we understand that the safety and comfort of your little ones is a top priority. That's why we've made it our mission to create innovative products that cater to every challenge parents face. Our personalized solutions ensure a worry-free experience, allowing you to make the most out of quality family time in a relaxed and joyful manner.



Antimicrobial



Fade Resistance



Odor Control



Stain Resistant



Eco-Friendly



Hypoallergenic



Organic



Sun Protection



And More

Together we can bring positive influence into the universe one star at a time