

FRIDAY, SEPTEMBER 22, 2006

Daily Herald

Business

Your investments 2
Obituaries 6, 7
Weather 8

dh dailyherald.com

Designer's little dresses make big move

Jane Zaccaria's grandmother taught her how to sew, and her father, an engineer, showed her how to create patterns.

While growing up in England, Zaccaria was making patterns and sewing her own doll clothes at the age of 7.

Now, more than 35 years later, Zaccaria still is designing clothes. The Glen Ellyn mother has sold her clothes for little girls for the past seven years.

She is now taking a different focus with her business, Tiddlywinks & Scallywags.

Instead of selling her trendy little girl clothing directly to consumers, she will work with boutique owners.

Beginning in 1999, Zaccaria started selling her clothing at local shows and then at a show in her home. "I always wanted my own shop."

In 2001 she opened a boutique on Duane Street in Glen Ellyn where she operated for four years. She then moved to Main Street for the past year.

While she admits she loved



Kim Mikus
DuPage County
business

owning a shop, she grew tired of working long hours in the store. She was more into the design aspect.

"I wasn't good at sales. I closed the store in July and stayed with my passion, which is

design," she said.

Zaccaria, 45, designs children's seasonal clothing for 2- to 8-year-old girls. She has a manufacturer in Chicago producing the clothing.

The concept for designing the clothes developed through her own daughter, Anna, who is now 11. When her daughter was three and outgrew the baby stores, Zaccaria said it was tough to find styles she liked. She started designing her own, and the concept took off.

Her style is fun and somewhat conservative. "I've always

designed whimsical things," she said. She added that there are no bare belly buttons or slinky clothing. "We need to preserve their (young girls) innocence for as long as we can," Zaccaria said. She also has two sons, David, 14 and Joseph, 13.

Her clothing has boutique pricing, from \$35 for T-shirts to about \$70 for dresses. Her newest line features a lot of flowers and patterns.

She has sold her clothing at about 30 boutiques. Now that she has changed her focus, she is planning to sell her clothing nationwide. Zaccaria has developed many sources in the industry over the years and plans to use them in her expansion efforts. The designer has been featured in a variety of high profile publications, from Country Living to Better Homes and Gardens.

She considered selling her clothing on the Web, but says she would rather focus on boutiques as she believes this outlet is vital in keeping downtown



MARCELLE BRIGHT/mbright@dailyherald.com

Jane Zaccaria, owner of Tiddlywinks & Scallywags, is changing the focus of her children's clothing business in Glen Ellyn.

areas viable.

Her Web site, www.britkid.com, is under construction and within the next two weeks should be operational.

On this site she will ask customers at what boutiques they would like to see her clothing.

kmikus@dailyherald.com