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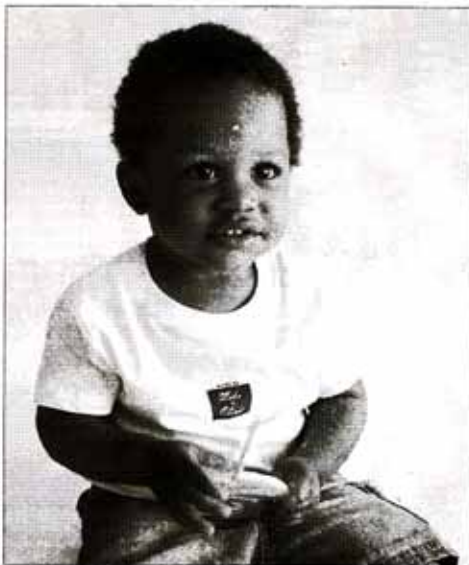
STREET TALK

Sweet stuff

Olivia Omega Logan is yet another Denver-area entrepreneur whose creations sparked so much attention from gift recipients, she decided to make a business out of it.

Thus was born **Baby Candy**, which offers designer and customized baby and toddler T-shirts, for those up to age 4, made in a variety of candy designs: blueberry, bubble gum, caramel, cherry, cotton candy, grape, licorice, sour apple and strawberry.

"I was pregnant with my second child in 2006, and attended five or six baby showers during that time," Logan says. "I made



Gabriel, son of Baby Candy founder Olivia Omega Logan, also makes a great model for the company's shirts.

T-shirts with their parents' name on it; people at the parties asked about how to get one."

And thus was born Baby Candy.

Logan previously worked at the **Sterling-Rice Group** in Boulder and for **CollegeInvest**, but decided she wanted to work from home and raise her children.

She started selling the clothes in May, and has rung up \$9,000 in sales. She buys the shirts from a supplier and hand-presses art and names on the clothes in her basement — about 2,000 so far. Thus you won't be surprised to hear her say, "I'm hoping to outsource everything. My background is in marketing and advertising; that's my true passion."

The items are sold online at www.baby-candystore.com, and recently, four local stores picked up the line: **Polkadot**, 1577 S. Pearl St.; **La-Di-Da Boutique**, 3434 W. 32nd Ave.; and **Cute As A Button** stores at 2827 E. Third St. and 1417 Larimer Square.

This is nothing new for Logan; she says as a teenager, she started a company that made clothes for teddy bears and sold them through her high school years.

Next up: a line of organic cotton items starting in 2008.