

Dumbelle

Pretty Smart

Dumbelle is a store for girls in DUMBO
(DOWN UNDER THE MANHATTAN BRIDGE OVERPASS)
in Brooklyn, New York

Where dreamers and fashion lovers can create and play.
Couture paper dolls, coloring books, postcards and art.



I heart paper dolls.

I created Dumbelle as a place where dreamers and fashion lovers can create and play. Creative play through a fashion filter. The combination of culturally diverse characters, killer revolving wardrobes and imaginative play make for a unique collection of paper dolls. When I was a girl I remember straining to see some reflection of myself in magazines, music and TV. Not to mention my play things. I wanted so much to see that I was beautiful. I'd like every girl to be able to find herself here. Whether she's Asian, introverted, popular, a tomboy or quirky.

The dolls are multicultural. Just like Brooklyn itself. Just like America.



Their clothing is designed to suit each of their unique personalities. Katie is preppy, May is sweet, and Sunny has an individual quirky style all her own. Each season the clothing will be newly designed and revealed during New York Fashion week.

Stay tuned for information about our Fashion's Night Out Party on Thursday, September 8th(!) where I will premiere all the Belles' new clothing and accessories for Fall! All collections are limited and they will always be special pieces that will become collectible as the seasons go on. Once the new season is launched, the old season will go away and not be available again.



May was introduced in the Studio Museum of Harlem's catalog in 2008 as one of their coloring pages. She is eight years old and lives in Brooklyn. Sweet and shy, May loves anything pretty and girly. She is a mother's dream. Her constant companion is her stuffed animal, Bunny Bunny. May has a broad imagination and loves to pretend, dress up, read, sing, dance and play! May is sensitive and thoughtful. She loves being around her Mom and Dad.

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Katie is a preppie teenager. Her best friend is Moose. BFFs4ever! They go everywhere together. Katie is a spark plug. And she's a real sweetheart to boot! She tends to be everyone's friend. She is high energy, very social and outgoing. She has lots of activities that keep her busy. She's on teams at schools, has lots of friends to keep up with, she gets invited to parties, she and Moose visit the Senior home most days after school. It's the summer, so she's a little more laid back now, but there's adventure around every corner. She and Moose head to the beach. Moose is a real boy dog. He gets into messes and scrapes but always has Katie's back.

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Sunny is a Fashion Fiend. She has fantastic style! She loves clothing and accessories. She loves to mix patterns together. She frowns on anything that matches! She's a true individual. She has a real love of beauty and art. She has a quirky sensibility. She loves the unusual. She sews and adds special details to her clothing. And she loves to make her own accessories. She made the polka dot bow in her hair. Her Grandma gave her some old sunglasses and she popped the lenses out and wears them for fun. She thinks they make her look sophisticated! Sunny likes to read graphic novels and play video games. She loves to listen to music and is very crafty. She's a real collector. Lately she's been very busy collecting buttons and pins.



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I am Elaine Pedlar, the owner and artist behind Dumbelle. As an illustrator and clothing and product designer, I have a long history in fashion. I majored in Fashion Design at Parsons School of Design and have combined my love of illustration, children's books, and fashion design to create a collection of couture paper dolls and unique paper crafts that appeal to style conscious mothers and their daughters.



I also have a series of coloring pages for color enthusiasts of every age. I created illustrated pages you can color with markers and then hang on your wall as art. Coloring can be a meditation. I've seen families color here and connect with each other while they are all engaged in their own coloring activity. The kids just want to color with abandon and the moms are extra careful so they can hang and preserve the art or even recreate it perfectly... It's wonderful to get to be a part of that. They all have a nice chat. And learn some new coloring techniques to boot. Budding designers can design their own patterns and graphics.

I originally conceived the paper dolls as a Mother/Daughter project. The daughter colors, and the mother cuts. But I have quickly learned that it appeals to children of all ages and genders.

Coloring is for everyone. Something an aunt can do with her niece or a grandmother can do with her daughter and grandchildren. Dad could color the dog while the girls color the outfits...

Paper dolls may perish but creative play can nurture not only dreams and imagination but lasting bonds and memories.

I hope you enjoy May, Katie and Sunny with all your family. And visit me at blog.dumbelle.com at **THE DUMBELLE DIARY** link for more information, tutorials, and to keep up with "The Belles".

