



Children's Merino Tops Women's T-shirts and Skirts

Life couldn't be busier for Binks McCurdy and Michelle Miller. With three young children apiece, these rural Mums have added to their busy family life through the establishment of their business 'Tiny Toes and Tummies'.

It was because of the needs of their children, that the two Mums saw an opening for good quality and affordable childrenswear. And then set about providing it! From this idea, things gradually happened, and now, seven years down the track, the business has, as Binks describes, "just grown and grown".

"It has been quite an achievement for us and we have just kept building and building the business," she said.

For the pair, it has been very exciting how it has all developed.

"We are both involved in the family farms, so it has been quite nice to have something that is ours and to work to make it develop."

However both are quick to admit it wouldn't be possible without the wonderful support and encouragement of their husbands, who they say are very proud of what the pair have achieved.

And grow it has, with their product available at shows, through market days and private parties and as fundraisers and they also sell via their website www.tinytoesandtummies.co.nz, where you can sign up to receive their newsletter.

Then two and a half years ago, the pair decided to expand their business further and develop their own clothing label.

Out of this decision has grown blackt.co.nz which is a range of women's tees and skirts and children's merino tops all with a simple but effective design.

Binks and Michelle also decided to offer the same employment opportunity to other mothers at home and in the last three years they now have seven agents working throughout New Zealand and a franchise in Christchurch and Geraldine.

Several different ranges of children's clothing in sizes from 6 months to 7 years make up some of their stock, while a range of 'Bobble Art' kids accessories, all tried and tested on their own children and includes lunchboxes, pencil cases, back packs and jewellery, is also available.

To book them in for a special event or party email to admin@tinytoesandtummies.co.nz

Phone (03) 202 5379 or (03) 208 8405

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