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Fuss Baby Togs Makes Hollywood Cool!

Showcased at the exclusive "The Boom Boom Room" pre-Oscar event in Beverly Hills, March 2006.

UNIVERSITY HEIGHTS, Ohio, April 11, 2006 – Fuss, a new line of baby clothing and accessories appeared at Hollywood's "The Boom Boom Room" in celebration of the Oscar's leading ladies and moms. Hosted by stylist to the stars and celebrity insider, Jayneoni Moore – or "Jayneoni" as she is known in the fashion world – this invitation-only event showcased the hottest products for women, babies, pets and the home.

Handpicked by Jayneoni as "What's Hot," celebrities – big and small – cooed over these fun togs. Said Jayneoni, "Fuss is the cutest and most adorable Mommy and me line that I have seen in a long time. With their bright colors and even cuter designs, this is something any fashionable Mom would want to wear with her little mini me!"

Both *Access Hollywood* and *The Hollywood Reporter* were on hand to scoop these latest trends. Photos available from *Wire Image*.

Coming up!

Jayneoni also selected Fuss to appear in an upcoming *VH1* segment of "The Fabulous Life Of: Celebrity Kids" that she is hosting about Hollywood's offspring and baby boom.

About Fuss

Launched in August 2005 in San Francisco, Fuss is the brainchild of Lissa Lowe, an advertising maven turned apparel designer. Her newly minted collection of baby and toddler basics, made of 100% cuddly cotton, portrays cheerful innocence without being frou-frou or garish. The line blends the yesteryear charm of hand illustrations with a playful but simple aesthetic. Items are hand silk-screened and hand packaged.

Fuss is Lowe's passion with purpose. Ten percent of the net proceeds from Fuss are donated to the Ovarian Cancer Research Fund in honor of women everywhere who continue to keep joy in their hearts and a sparkle in their eyes despite the challenges of illness...and in memory of Lowe's mom. Now *that* is something to "fuss" about. For more information, visit www.fuss-frocks.com.

About The Boom Boom Room

This luxurious gifting suite is a sought after invitation in Hollywood. Founded by Jayneoni Moore, stylist to the stars and celebrity insider, it offers the hottest lifestyle brands access to celebrities, stylists and the media. The Boom Boom Room was founded by Jayneoni (known by her first name in celebrity circles) with its mission to provide a day of pampering and fun for all. More information can be found at www.jayneoni.com.

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