

# 5 QUESTIONS FOR SARA SARA



Truly Me



Baby Sara

Los Angeles, CA-based G.B.Y.M., Inc. is a popular family-owned children's apparel business known more widely as Sara Sara—a company designing fashion-forward, sensible, unique dresses and sportswear for girls. Wayne Lee is director of marketing; his sister Amy Chang works as head designer for all labels—Hannah Banana, Baby Sara, The Collection by Sara Sara and Truly Me—with designated designers for each label. Amy's husband Steve leads the production effort.

Sara Sara features fashion made from high quality materials, adorned with novelty trims not found easily

anywhere else. Much of the embroidery, appliqué and trim designs are custom or created exclusively for Sara Sara.

The company shows three different lines per year: Spring/Summer, Fall/Holiday and Cruise/Early Spring, each comprised of 120-150 pieces per season. "I began designing little outfits for my daughter, which soon grew into a company," Amy says. "I love it. It brings out my creativity. When I see the confidence it brings out in the girls who wear our clothes, it makes me feel like I've done something good."

To accommodate buyers in light of the weak global economy, the company dreamed up Truly Me by Sara Sara, based on the same design concepts, with less emphasis on trims and jewels to decrease the cost of production. "Much to our surprise, Truly Me has taken off to a new height we never anticipated. Not only do our regular buyers love it, but it has opened doors to new stores worldwide. The sell through has been tremendous, ever since."

We catch up with Wayne and Amy, as they give us an inside look into Sara Sara.

❓ **What does your company name, G.B.Y.M. Inc., stand for?**

● Contrary to popular belief, it is not *Go Bother Your Mom* ... G.B.Y.M. stands for *God Bless You & Me*. And, as our name implies, we bless everyone who is involved in our business. We don't know if it is because of our name, but we have been blessed for the last 20-some-odd years with steady growth in sales and customer base. We do know it has to do with keeping the 'customers first' mentality. Credit for all of our lines –great every single season- goes to our design team and our sales representatives around the country. They are the best.

❓ **In your opinion, do girls still love wearing dresses?**

● A special birthday party, a day at the beach, the first day of school ... weddings, graduation, bar mitzvahs ... there are always events that girls will want to dress up for. Every girl wants to experience them looking her best! No matter the time, the season or the state of our industry, girls will always be girls, so dresses will never be out of fashion.

❓ **What's selling for you? How do you accommodate market trends in your designs?**

● The kids market has changed dramatically in the past 10 years. More and more, kids are very sensitive to fashion; they know what's in and what's out faster than we think, thanks to television, celebrity idols and the Internet.

We try to give our customers the latest fashion, designed with kids in mind. We want our kids to be fashionable,

sensible and comfortable. For the coming spring and summer, fashion is trending toward long dresses, wide-legged pants with crop tops ... bold prints, ditsy prints and a lot of bright colors; stripes are a must; romantic looks and lace, just to name a few. It's a certain 'look' we achieve while still being age-appropriate and kid-friendly. You'll see a lot of these elements in our designs this season!

❓ **Give us your "first reads" on your brands.**



**The Collection by Sara Sara.** Red carpet-ready, elegant styles for young girls becoming young women. Puts the 'special' in special occasion wear.

**Hannah Banana.** Fashion with a spunky attitude and a trendy wow factor. Fun to wear and a definite attention-grabber.

**Baby Sara.** Comfortable, casual baby wear that has a certain 'Wow, look!' factor. One-of-a-kind.

**Truly Me.** Casual, affordable, everyday fashion for older girls (ages four to 16).

❓ **What's next?**

● Lately, we've received so many requests and proposals from around the world, especially from Asia. Representatives from China, Japan, Korea and Taiwan are requesting exclusive contracts and we are evaluating them as we speak. We've worked with foreign countries for some years now, but we think we can really hit those foreign markets with a bang.

-as told to Janet Muniz



*"Wearing Sara Sara brings out a girl's character. They aren't drowning in the outfits, they're shining in them."*