

the *Bella* BUZZ

Scrap Talk, Creative Juices & Bright Ideas!

Bella BLVD™

Vol 1 / Issue 3



Ciao Bella fans! It's the most exciting time of year (at least for me) around the Bella studio these days! Designing new product collections couldn't make me any happier! You'll just have to wait until CHA for the big reveal! In the meantime, let's celebrate the freshness of Spring with some fabulous inspiration from our bright and versatile products! This issue is full of ideas for your spring-themed layouts and celebrating mom on Mother's Day! Enjoy!

Stephanie

HOT TOPICS

Bella's newest product releases have been shipped out to a store near you! **Remember to refer your favorite LSS to place a Bella order! If you do, we'll send you some free goodies when your name is included in their newest product order!** **Estate Sale**, All Inclusive and Man of the House are some fabulous product ranges! Estate Sale is super versatile for your Mother's Day cards, gifts and Layouts. **All Inclusive** is sure to help you finish that mini album of your recent getaway during Spring Break! And if you're really ahead of the game, pick up some **Man of the House** and start working on those Father's Day greetings!

CHA Summer is just around the corner! Before you know it there will be a whole ton of new products to choose from! I promise the new collections will not disappoint! You're going to love their versatility, colors and freshness! Products aren't the only new thing Bella will be bringing to CHA Summer in Chicago! I'm so excited to announce here first, that **Bella Blvd will be sponsoring a workshop in Chicago!** Using the brand new products, hot off the presses, we'll be creating some fabulous layouts and cards in a two-hour creative class! The class is designed with the retailer in mind, in hopes that store instructors and employees will duplicate the ideas for their own store classes. It's going to be great!

In other fun news, product designer and owner of Bella Blvd (Stephanie) will be traveling all over the globe teaching Bella Blvd **classes** at customer events, conventions and special events! From Texas and Illinois to Canada and Brazil, Bella Blvd will be the popular word on the street! If you can't make it to the events, be sure to visit the Bella Studio Blog to follow along and see all the class projects and fun!

Finally, we are excited to be featuring our newly chosen **Bella Artistas** over at the Studio blog! Ebony Van Der Starre (<http://www.welcometoebsspace.blogspot.com/>) from Australia (featured on left), and Elizabeth (<http://itsmythingy.blogspot.com/>) Carney (on right) have created some fabulous layouts and mini albums! It's always a pleasure getting to know these talented designers, see their scrapping space and pick up some tricks and tips along the way! Be sure to check out their work all month long at <http://www.bellablvd.typepad.com/>



Bella Ball

of the Ball...the most Magnifica of them all!

Tricia Wilson

<http://triciawilson.blogspot.com/>



Do you sleep with stuffed animals?

No, but my Yorkshire Terrior sneaks into bed with me sometimes!

What do you dip your chicken nuggets in?

I'll dip them in whatever is closest, I'm not picky! If they happen to be dinosaur nuggets, then I will eat them in the order they went extinct!

Would you rather be attacked by a big bear or a swarm of bees?

I have seen bears face-to-face, so I am going to have to go with a swarm of bees!

Do you turn the water off while you brush your teeth?

Of course! Growing up in California I have been taught to conserve water all my life!

What red object is closest to you right now?

My gigantic red coffee cup! yummmmmmm!



"This layout is about my mom as a little girl. I love seeing her at different ages in her childhood and imagine what she might have been like back then. I used the Estate Sale line, the vintage style papers and colors were a perfect match for these photos."



Homework:

MIX & MATCH DIFFERENT BELLA COLLECTIONS

"This layout is about my kids and how proud I am to be their mom. On this layout I used several different Bella lines including Swing into Spring, Sweet Celebration, Super Stud and Estate Sale!"

"Pride & Joy"

Bella Materials Used: Patterned Papers: Candy Dots (Swing Into Spring), Lollipop Stix, Stardust (Sweet Celebration). Cardstock Stickers: Carla White (Swing Into Spring), Carla Mediterranean, Label Additions (Super Stud), Alpha+Bits (Estate Sale). Clear Stamps: Notes from Today (Honey, I'm Home). Blooms A Bella: Azzurra.

"My World"

Bella Materials Used: Patterned Papers: Hat Box, Linens, Billboards, Bits A Bella (Estate Sale) Cardstock Stickers: Alpha+Bits, Blurbs (Estate Sale) Blooms A Bella: Bianca, Sole.

Designer Challenge on the BLVD

CHALLENGES BY THE LOCAL BELLA ARTISTAS



CREATE A MOTHER'S DAY GREETING.

Gail and Katherine each chose completely different product collections to create their cards! Gail used a traditional Mother's Day palette including products from Bella's latest Estate Sale collection. Her sweet little card has a gift card pocket and even a tripod fold to keep it standing for counter display! Katherine's card uses Bella's All Inclusive products with just a touch of Estate Sale patterned paper for a bright and cheery, non-traditional Mother's Day wish!



"Happy Mother's Day"

By Gail Hoecker
<http://gailhoecker.blogspot.com/>

Bella Materials Used: Patterned Papers: Nana's Apron, Linens, Billboards (Estate Sale).



"Mom"

By Katherine McElvain
<http://www.katherinemcelvain.blogspot.>

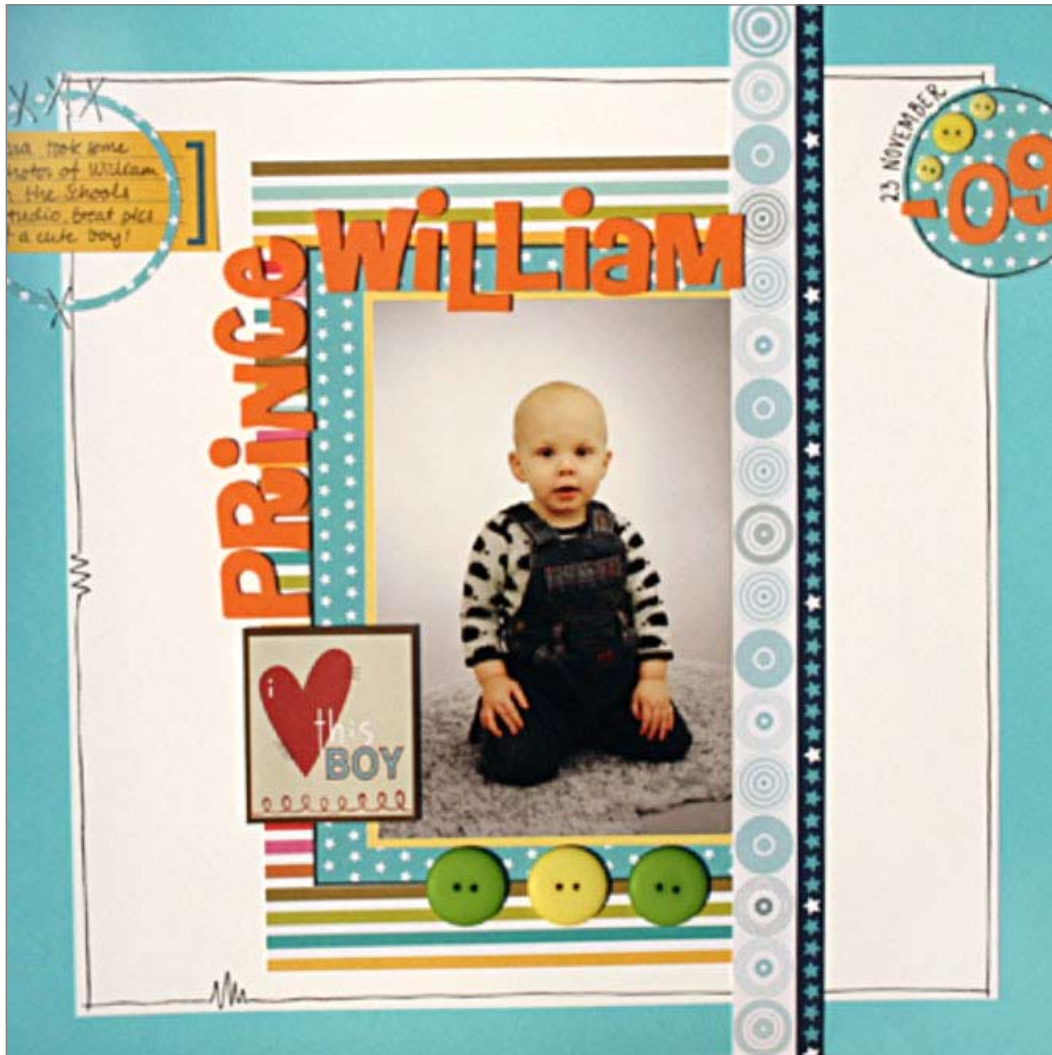
Bella Materials Used: Patterned Paper: Nana's Apron (Estate Sale), Skippin' Stones, Ocean View, Bits A Bella, Billboards (All Inclusive). Cardstock Stickers: Alpha+Bits (All Inclusive). Ciao Chip: Badda Bings (All Inclusive).



Card Inside.

Where in the world is *Bella*?

BRINGING YOU INSPIRATION FROM ALL AROUND THE WORLD.



"Prince William"

Bella Materials Used: Patterned Papers: Planetarium, Bits A Bella (Super Stud), Rainbow Ribbons (Swing into Spring).

WHO? Marie Asklund.

WHERE? Sweden.

LINK: <http://missmian.blogspot.com>

Bringin' *Bella* Back!

NEW INSPIRATION WITH PREVIOUS BELLA PRODUCTS.

It's only appropriate to share with you a beautiful layout from our previous Swing into Spring collections! **Layle Koncar** created this design-friendly layout that even includes the "Swing into Spring" title from the patterned paper slug....how clever!



"It's Finally Spring"

Bella Materials Used: Patterned Papers: April Showers, Rainbow Ribbons, May Flowers (Swing into Spring). Cardstock Stickers: Carla White, Label Additions (Swing into Spring)

To get to know Layle and see more of her work visit her blog at <http://laylekoncar.typepad.com/>