

# Ana Bubu Brand Statement

What stinks more than changing a dirty diaper?

Shopping for baby clothes.

You know how it goes:

You sit through traffic. Scout for a parking spot. Search through a half dozen stores just to find one cute outfit you like. Your two-year-old cries and squirms from impatience. Other children obnoxiously scream and run off from their parents, coughing and wiping boogers everywhere they go. Messy shelves and empty store racks only further add to the hellish experience. And when you finally find those adorable, winning pajamas—lo and behold, the size you need is out of stock!

Seriously, does anyone *actually* enjoy buying baby clothes in stores??

Luckily, there's the Internet. Yet even here you're left disappointed. The quality you demand and the brands you love must be imported at prohibitive costs. If you can't pay this premium, then you're stuck with the limited selection of cheap apparel from local stores. 🙄

We at Ana Bubu think there's a better way.

We understand that today's new parents are busy enough trying to balance careers, families and life events – the unpleasantness of shopping for clothes needn't add further stress to the mix.

The tired retail experience should be left for the retired. Let the grandparents wait in lines and deal with sales reps. You know that shopping *online* is the real deal.

Ana Bubu offers a vast selection of thousands of superbly crafted, stylish, and feel-good fashion items for newborns to preschoolers, delivered right to your door – on time and on budget. It has never been this easy, painless or fun to dress your kids!

**Our mission is to empower Saudi Arabia's youngest generation with the widest selection of affordable and exceptional clothing for every developing body, mind and personality out there.**

Ana Bubu believes that **confidence** and **self-expression** are essential at any age—and that they should be easily attainable through the **convenience** and **value** of an online storefront.

Kids are more comfortable in their skin when they've got the right clothes on. Take pride in knowing that your youngster is dressed in the best clothing available.

*Any* baby loves Ana Bubu—and so will you!