

## about POSH Mommy

Ali Krebs is a POSH mommy.

POSH Mommy was founded in 2007 as a unique and fashionable mommy necklace company. Ali Krebs self-funded the business keenly utilizing her St. Mary's College Business Administration education, experience and style.

In Ali's own words, "I knew if we were going to make this work, we had to be different! My husband suggested embedding birthstones, which was our first big hit! I learned to embed stones into the precious metals, and for the first two years embedded every stone in the thousands of pendants sold... My first unique designs, the loop and square, were the catalyst of making mommy necklaces hip and hot!"

In April-May 2009 POSH had to be re-evaluated. According to Ali, "Our customers were expecting high-quality, high-fashion jewelry and not necessarily the hammered home-made looking pieces we had been creating up until then." Krebs again made a major investment in the company, legitimizing it as a "real business" and forming a corporation.

"The original concept of the jewelry was great, but I wanted POSH Mommy to be known as more of a high-end, fine jewelry company, and NOT just for mummies!" Sure enough, POSH Mommy Inc. became the first "mommy necklace line" licensed to be sold in major jewelry stores, offering a wide range of jewelry for men, women, and children.

## about POSH Mommy *(continued)*

"We've literally transformed the entire line over the last few years. From stones to metal sizes and thickness, even finishes were re-evaluated. Almost every product is now made in tarnish-resistant .925 sterling silver, 14KW and 14KY gold. We can accommodate most special requests, including rose gold, 18K, platinum, even genuine stones: diamonds, rubies, sapphires, etc. Most sterling silver pieces are still made in POSH Mommy's California location; however, Ali has also trained the amazing Stuller team to hand-make the line in LA to help with the increasing demand for POSH Mommy Jewelry. POSH Mommy is now sold domestically and internationally and has been licensed by Stuller Inc., the largest jewelry manufacturer in the world, to be sold to 40,000 stores! "I am so proud and amazed at what we accomplish every year! We strive to be the very best in quality and customer service and definitely have the best mommy team around!" ~Ali