



## VCU Brandcenter Friday Forum

Oct. 1 / 11am – 12:30pm / VCU Student Commons Theater / 907 Floyd Ave.

### Andrea Edmunds

Co-Founder and CEO / PoshTots



Teaming up with technology entrepreneur Karen Adams and interior designer Pam O'Hallaron, Andrea started a company that followed a simple winning business strategy; to satisfy a need in the marketplace. PoshTots.com started as an idea over coffee, and has grown over the past ten years into the pre-eminent brand for high end children's furnishings, worldwide.

How did she do it? Hard work, smart marketing, good timing and a little luck.

Andrea focused her efforts on promoting PoshTots so that parents everywhere would know about her convenient, stylish shopping source for babies and kids. She placed her company's collection in the hands of celebrities, on television and film sets, and ultimately into the pages of countless national magazines.

By serving an affluent niche that is not price-sensitive, the company succeeds through outstanding customer service and a unique and exclusive product line.

Andrea charted the course for her company's growth and success, and in 2006 sold PoshTots to a larger, publicly traded competitor. Andrea stayed on with the new owners and later sailed through a subsequent merger with an even larger company.

After a record-breaking economic downturn in late 2008, The Parent Company, owner of PoshTots, filed for bankruptcy, and an opportunity emerged; Andrea was able to buy what she felt was a still-profitable brand, out of the wreckage.

Now, almost two years after Andrea re-gained control of PoshTots, and a decade after it all began, PoshTots is enjoying record sales in its new corporate headquarters for its holding company, Poshbrands, LLC.

Andrea resides in the Varina area and enjoys home life on the James River with her husband Andy and three children, along with 2 dogs, 1 cat, 5 chickens and Evan's pet corn snake named Puddin'. She loves to spend free time in the family's Cape Charles home on the beautiful Eastern Shore of Virginia.

### Pam O'Hallaron

Lead Designer and Partner / PoshTots



With more than twenty years of residential and commercial design experience, Pam O'Hallaron has a passion for presentation. An ASID member with a Bachelor of Fine Arts in Interior Design from VCU, Pam's portfolio spans from law offices and healthcare companies to families trying to turn their house into a true home.

Pam joined PoshTots after the birth of her first child and is now the proud mother of three-year-old and eleven-year-old boys. With experience designing for children of all ages, Pam's contribution to marketing, merchandising and the print catalogue has helped cultivate the luxurious, elegant and unique artistry PoshTots is known for.

A PoshTots Partner and Lead Designer, Pam offers a creative vision that turns ordinary spaces into one-of-a-kind settings for making memories.

Topic / PoshTots: From Infancy to Maturity

Descriptor / Andrea and Pam will talk about the "birth" of PoshTots and how they grew it to be a nationally recognized brand through creative marketing.