


# little muffincakes®

REPRESENTATION MATTERS FROM BIRTH

Manufactured and distributed by...

**kids**  
**Direct**

# A Word from the Founder

I'm Debra Raney, the founder of Little Muffincakes®! I am a mother of three grown children: twin girls and a son. I took care to raise my children with positive affirmations of their culture and background, in order to build their self-worth and character.

I want to bring my products to life in retail to amplify my message by providing affordable, full range collections of apparel, baby essentials, nursery decor and bedding options for diverse children worldwide.



# Mission, Vision, and Target Audience

Little Muffincakes® is a character-based brand established to bring high quality, wide-ranging children's merchandise and apparel into the marketplace. Our brand seeks to reflect the diversity of beauty in children, and strives to offer more inclusive products through unique character art.

Per IG, 87% of our followers are 25-44yrs and of those 97% are women. With a vision of more than just selling products or targeting an audience, our goal is to provide representation and pride. Knowing that you can go into a major store retailer and consistently find products in your child's image is a truly priceless experience, and I strive to be at the forefront of the move for true inclusivity.



# Cultural Impact

He literally sees himself in the images and I'm like 😭😭



Absolutely my love any time I thank you so much for allowing me and my son the opportunity to display your beautiful work you really and honestly have outdone yourself he got hundreds of compliments



\*\*\*He got hundreds of compliments at the hospital I also sent a lot of moms there in the waiting area your Instagram page



Oh no, I pray all is well! I LOVEEEEEEE everything about your business! I'll always support! I'll make sure to tag you guys in my what's in my hospital bag video! Thank you for creating products that glorify and celebrate people that look like me!



Good Morning..I love your company!! I am very excited for my son to be able to use his blanket, bibs, and birth cloths!! I love that the characters look like him!! He will be born in the next couple of weeks!! I wanted to send you a picture of him with your products..Or Do I just tag you on my main page?? I want to support your cause of letting people know that our children deserve to be represented!! Thanks again for creating little muffin cakes!!



henryqs Any chance the comforter/quilts are coming back in stock. I'm expecting and would really love to add your set to my nursery

6d Reply Message

Hide replies

little\_muffincakes @henryqs Zhara or Ashton?

6d Reply

henryqs @little\_muffincakes I will take either honestly, (I don't know what I'm having) but representation irrespective of gender is important in my house.

6d Reply

Okay, no worries! Thank you! If you ever do custom or anything please let me know 😊 I get so excited when I find things that represent my boys! Going to order a couple blankets tonight.



Thanks! Everyone compliments his blankets when we're out!



# Zhara Collection

3-pk burp cloths



SRP \$12.99

Plush Blanket



SRP \$14.99

Lovey



SRP \$12.99

3-pk bibs  
SRP \$9.99



Crib Sheet  
SRP \$17.99



Changing Pad  
Cover  
SRP \$14.99



Swaddle



SRP \$14.99

# Ashton Collection

3-pk burp cloths



SRP \$12.99

Plush Blanket



SRP \$14.99

3-pk bibs

SRP \$9.99



Lovey



SRP \$12.99

Crib Sheet

SRP \$17.99



Changing Pad Cover

SRP \$14.99



Swaddle



SRP \$14.99