

NAVA WRITZ-SHOHAM

Luxe Fabrics, Striking Colors



Anursery is the happiest room in the house," says Nava Writz-Shoham, who rose from a \$4-an-hour sales-clerk at a Los Angeles baby-supply store to the CEO of Nava's Designs, a couture baby-bedding company with a clientele that includes Vanessa Williams, Joan Lunden, and Eddie Murphy. "When I started my first

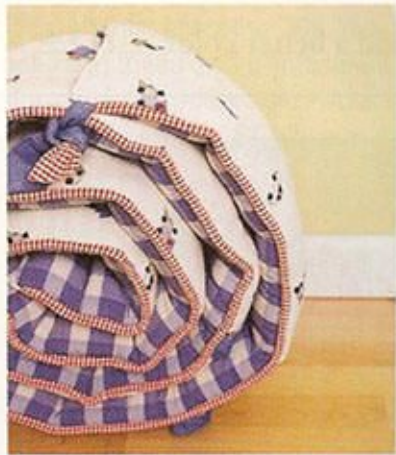
job in 1983, the store's top seller was a rainbow pattern in primary colors," she recalls. "One day a lady came in who wanted something different, and I designed my first bedding set in gray and peach with a white and gray crib. I got the reputation as a funky designer who was not afraid to mix patterns and colors."

Launching her own company in 1986, Nava insisted on using high-thread-count cottons, washable silks, and other fine fabrics sewn with dressmaker details such as box-pleated and tasseled dust ruffles. The Israeli-born designer takes pride in the fact that every set is hand-cut and sewn in America; even the tufted ties on her patchwork quilts are tied by hand. The collection is sold at 400 retailers, including Bellini stores. (For details on Nava's products and those of all four designers featured in this story, turn to the Shopping Guide on page 148.)

A cancer survivor, Nava became the mother of sons Ariel, 14, and Jordan, 13, through open adoptions and speaks with passion about the joy of parenthood. "I understand the desire to create a unique room for your precious child," she says.


WIN IT!

Enter to win a \$1,100 set of couture baby bedding from Nava's Designs! The "Get Movin'" set pictured here includes a crib-size quilt, bumper, dust ruffle, sheets, throw pillows, and toy bag. You can enter from May 1 to May 31 at www.child.com/sweepstakes.



To Get the Look: The crib is the focal point of a nursery, so carefully consider the style and color of the bedding, paying particular attention to the dust ruffle, which Nava says "creates the drama of the crib," and quilt, which can be used on the floor during playtime. "Once the crib is dressed, you just have to add a changing pad and a chair cushion and you're home free."

◆ Unsure how to begin decorating? "Close your eyes and picture the nursery you've dreamed of," says Nava. "What colors do you see? Do you see flowers? Ballerinas? Checks? Anything you imagine can be incorporated into your nursery."

◆ Your baby's room is history in the making. Store bedding, baby shoes, and other keepsakes in a special box to give your child on his wedding day. 



For a look at three nurseries in a variety of price ranges, go to www.child.com/web_links.



CHECK IT OUT "I fall in love with every set of bedding I design," says Nava Writz-Shoham, who combined checks, stripes, and a pattern of vehicles for a crisp new look in red, white, and blue.