

Local Mom Makes Pop Art Out of Your Photos

By Renee Taylor Negin

If you are looking for a gift for someone who has everything, look no further than Vineland-based www.popartbabies.com. Owner and creator Jenn Colodney has taken the concept of stylizing your child's photograph to a new level by placing the creative images onto fun gift items.

Pop Art Babies takes an image of your child, customizes it into a work of art and then allows you to choose the items on which the image will appear—everything from notepads to jewelry! The images are fun, whimsical and colorful and can be created in a variety of styles.

A graphic and web designer by trade, Colodney left the corporate world when she was pregnant with her first child. She wanted a job that offered the flexibility to participate in every part of her son's life, from sick days to bake sales.

So Colodney traded in her job in the corporate sector for a freelance business of her own with her website, www.thepixelle.com, a company that focuses on design for small to medium sized businesses.

Colodney has always used her talents to design creative and unique gifts for friends and family. But as requests for her designing talents increased, she decided to start a second business and Pop Art Babies was born.

She admits that it's challenging to run her own company. "I have to wear every hat in running the business—not just the artist hat," she says. "I have to figure out the legal stuff, as well as things like whether my advertising campaign is working."



On www.popartbabies.com, Colodney has a line of designs called "Pink Pop." Twenty-five percent of the profits from the purchase of items from this line are donated to breast cancer research. "There is something that feels good about supporting a cause," says Colodney. She hopes her web site will serve as an outlet to communicate to people and encourage awareness and giving. She plans to create a "Purple Pop" line, which will bring attention to the need for research of

ovarian cancer, an often deadly cancer which receives far less attention than breast cancer. She will also donate a portion of those proceeds. "We all have bills to pay, but if there's a little left over to give, that's a nice thing to do," Colodney says.

For a limited time, Colodney is offering free shipping to *South Jersey MOM* readers. Go to www.popartbabies.com to place your order and enter the code SJMOMSHIP to take advantage of this offer.*



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