



Bella BLVD™

SUMMER 2020 SUPPLEMENT

hello there



Dear customers, friends & creatives:

2020... What a year it's been! The current pandemic has us all out of sorts, as we stay home and fill roles we've never found ourselves in before. Personally, "teacher" is one such role! And what an adventure it's been! As a teacher in this scary time, I've found myself encouraging my children, my family and friends, and now you to have the courage to continue — continue doing things that bring you joy and comfort.

If you love paper crafting, continue creating. Scrapbookers, these are historic times and certainly worth documenting. On the professional side, continue selling (even if it means adjusting your approach to align with the unique demands of our current environment). Finding normalcy during such uncertainty is crucial and can be a great comfort.

Of course, getting through this pandemic with beautiful new scrapbooking products doesn't sound too bad either, does it? And what better time than now, a time we're spending more time at home, to craft? You're in luck, as I've designed two new collections for the holiday season! When you find yourself in the mood for a happy distraction, **Monsters & Friends** and **Fa La La** are just what you'll need to document Halloween and Christmas! Plus, you'll find a colorful array of new **Bella Besties™ patterns, puffy stickers** and **Cut Outs™!**

As always, thank you for your business and your loyalty. Doodlebug stands alongside Bella Blvd's mission to bring you Something Beautiful for Everyday™.

Stay well, friends. Remember, have the courage to continue doing what brings you joy. Now more than ever, our world needs your happiness and sunshine.

Warmly,

Stephanie Smokovich

Owner & Creative Director of Bella Blvd, Educator & Traveler

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& friends

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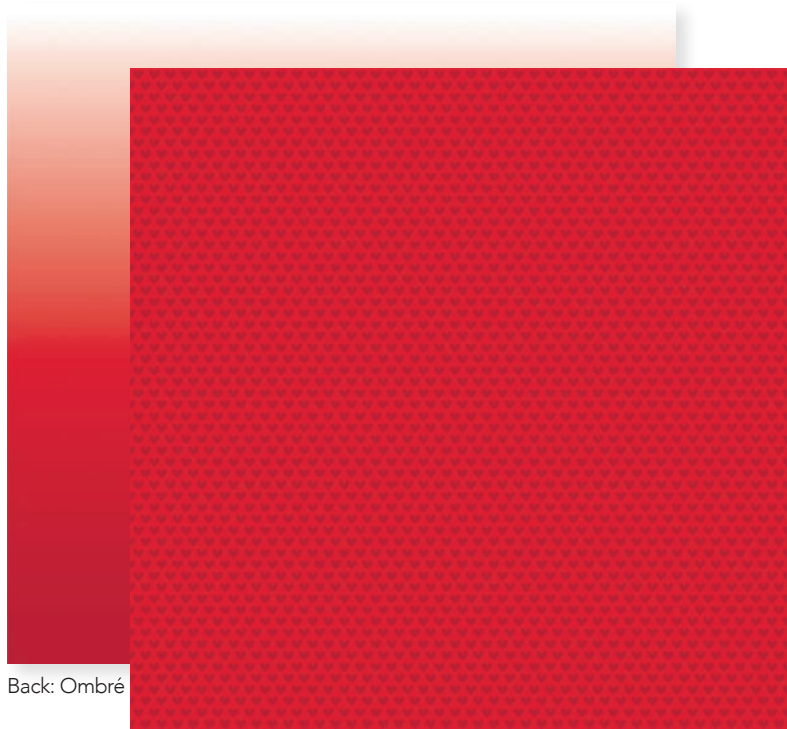
16-18 **Value Bundles**

19 *Paper Stacks*



Bella besties

They are best friends with all the other Bella products!



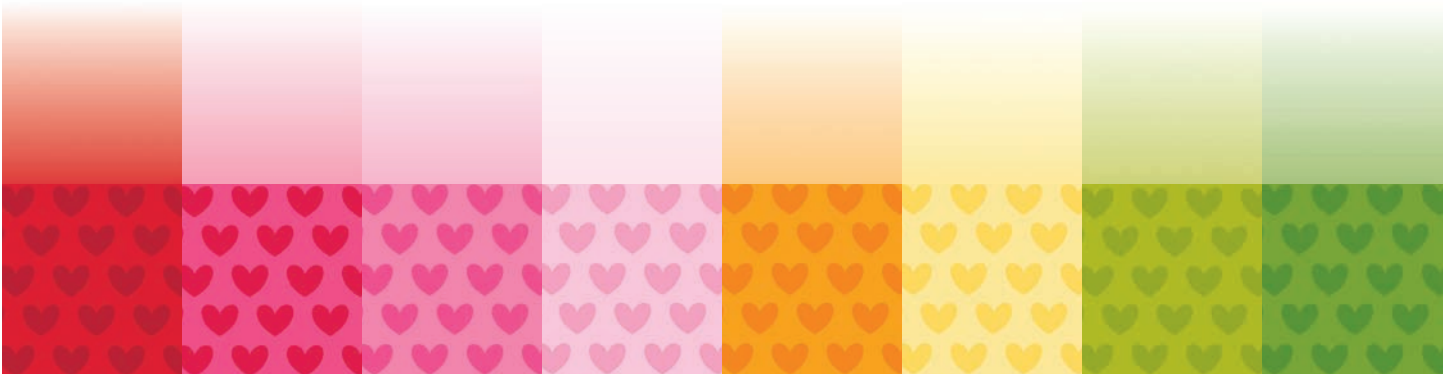
Back: Ombré

Front: Hearts

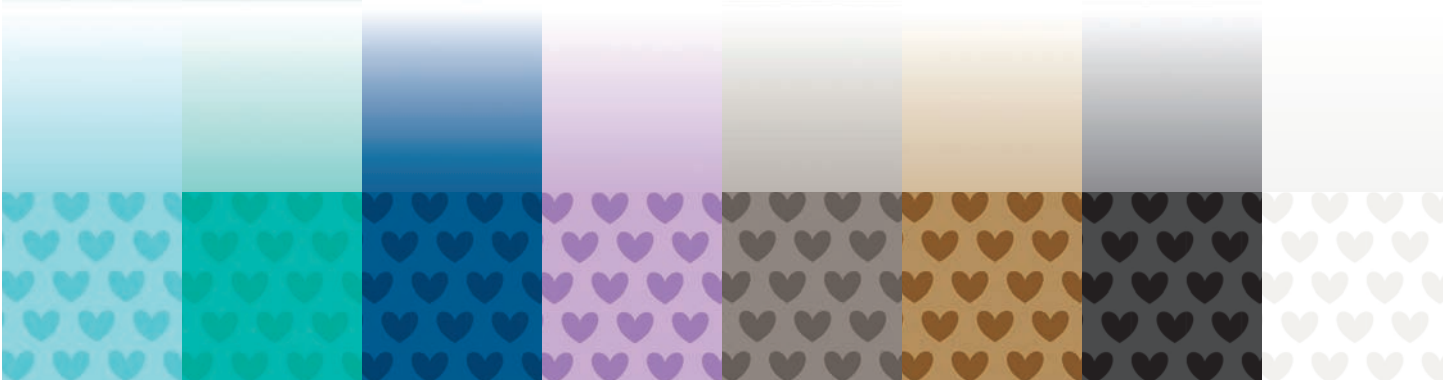


BB2369 Hearts & Ombré Rainbow Bella Besties Collection Kit

BB2297 McIntosh BB2298 Punch BB2299 Peep BB2300 Cotton Candy BB2301 Orange BB2302 Bell Pepper BB2303 Pickle Juice BB2304 Guacamole



BB2305 Ice BB2306 Gulf BB2307 Blueberry BB2308 Plum BB2309 Oyster BB2310 Pony BB2311 Black BB2312 White



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NEW! Trinkets Puffy Stickers

BB2287 McIntosh
Trinkets Puffy Stickers



BB2288 Punch, Peep & Cotton Candy
Trinkets Puffy Stickers



BB2289 Orange
Trinkets Puffy Stickers



BB2290 Bell Pepper
Trinkets Puffy Stickers



BB2291 Pickle Juice & Guacamole
Trinkets Puffy Stickers



BB2292 Ice & Gulf
Trinkets Puffy Stickers



BB2293 Blueberry
Trinkets Puffy Stickers



BB2294 Plum
Trinkets Puffy Stickers



BB2295 Black
Trinkets Puffy Stickers



BB2296 White
Trinkets Puffy Stickers

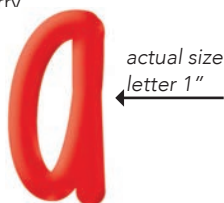


Aria Puffy Alphabets



Available in all 16 Bella Besties colors:

- BB2221 McIntosh
- BB2222 Punch
- BB2223 Peep
- BB2224 Cotton Candy
- BB2225 Orange
- BB2226 Bell Pepper
- BB2227 Pickle Juice
- BB2228 Guacamole
- BB2229 Ice
- BB2230 Gulf
- BB2231 Blueberry
- BB2232 Plum
- BB2233 Oyster
- BB2234 Pony
- BB2235 Black
- BB2236 White



Florence Alphabet Stickers



Available in all 16 Bella Besties colors:

- BB2145 McIntosh
- BB2146 Punch
- BB2147 Peep
- BB2148 Cotton Candy
- BB2149 Orange
- BB2150 Bell Pepper
- BB2151 Pickle Juice
- BB2152 Guacamole
- BB2153 Ice
- BB2154 Gulf
- BB2155 Blueberry
- BB2156 Plum
- BB2157 Oyster
- BB2158 Pony
- BB2159 Black
- BB2160 White



No Fuss, Easy to Use, Cut Outs™

You've asked, we've answered: More Cut Outs™...no problem! The 8 newest Cut Outs™ are part of our Bella Besties™ series and *now include step-by-step instructions and a template for cutting!* No machine necessary; These no fuss, easy to use Cut Outs™ are sturdy (300gsm), white paper cuts. Ready to use for your layouts, cards and crafting projects! Quick and easy and ready to create!

BB2361 Mood Booster Cut Outs



BB2362 Over the Rainbow Cut Outs



BB2363 Pie Charts Cut Outs



BB2364 Heart Attack Cut Outs



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Bella besties



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Cut Outs™

BB2365 100% Awesome Cut Outs

Bella BLVD™ Cut-Outs™ sturdy paper cut Item BB2365 100% Awesome

No Fuss, Easy to Use, Cut Outs!

No time to create beautiful decorative cuts for your projects and pages?
Not the best at technology? If so, this product is perfect for you!
Cut Outs™ are done for you and ready to apply to layouts, cards and more!
No fussy cutting, no technology to figure out and very affordable!
What will you create with these on-trend bright white Cut Outs™? Be sure to use the hashtag #bellablvd for us to see! Template and directions included.

Now includes step-by-step instructions and a template for cutting!

Want More Ideas & Inspiration? Visit Us Online:
www.bellablvd.net & www.bellablvd.typepad.com

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BB2366 Love You Lots Cut Outs

Bella BLVD™ Cut-Outs™ sturdy paper cut Item BB2366 Love You Lots

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BB2367 Happiness Cut Outs

Bella BLVD™ Cut-Outs™ sturdy paper cut Item BB2367 Happiness

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BB2368 Family & Friends Cut Outs

Bella BLVD™ Cut-Outs™ sturdy paper cut Item BB2368 Family & Friends

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Now includes step-by-step instructions and a template for cutting!

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Bella besties

They are best friends with all the other Bella products!

Cut Outs™

BB2215 Christmas Cut Outs



BB2216 Little Helpers Cut Outs



BB2217 Wonderland Cut Outs

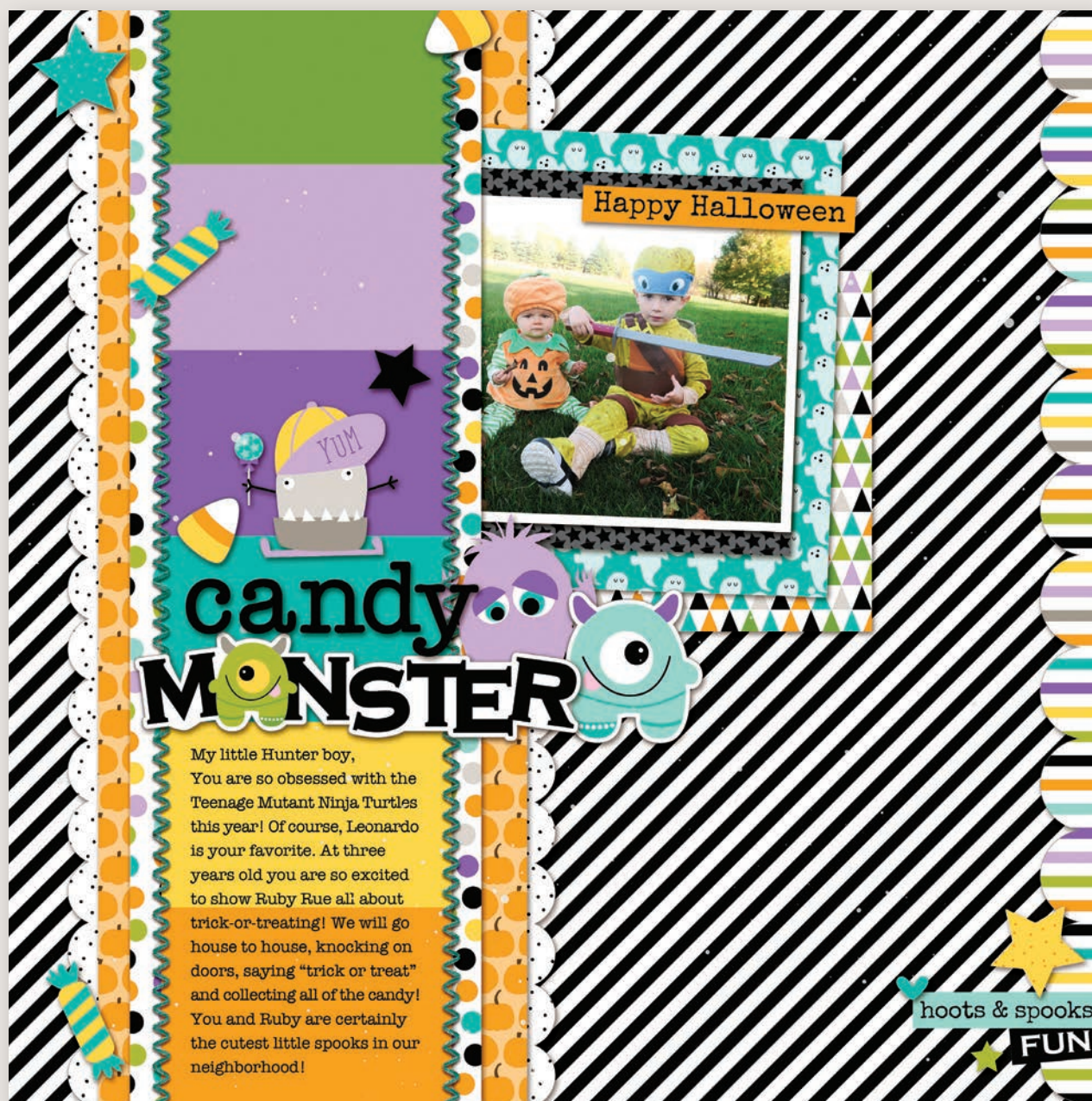


BB2218 Wreath Cut Outs



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Layout by Allie Trumpower

Put your hands in the air if you just don't scare! Inviting all **little spooks** to join us for a **monster party** this Halloween! Get dressed up as monsters, **ghosts** and ghouls and join us for a pumpkin party including a **scary cute** pumpkin contest and so much candy it will make you **batty!** Don't forget to bring your boo to learn all the fun facts about **Halloween**. Monsters & Friends from Bella Blvd™ is guaranteed to deliver all your hoots and spooks!

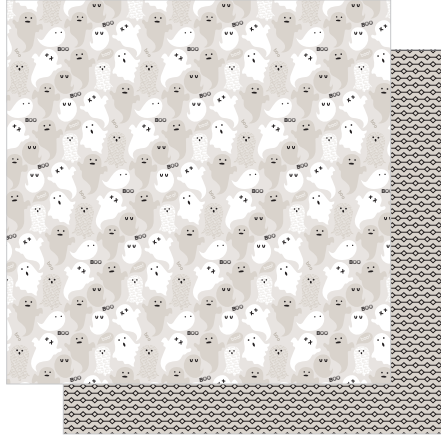
INCLUDES THESE BELLA BLVD SIGNATURE COLORS:

- Orange
- Bell Pepper
- Pickle Juice
- Guacamole
- Gulf
- Plum
- Oyster

BB2313 Monster Party



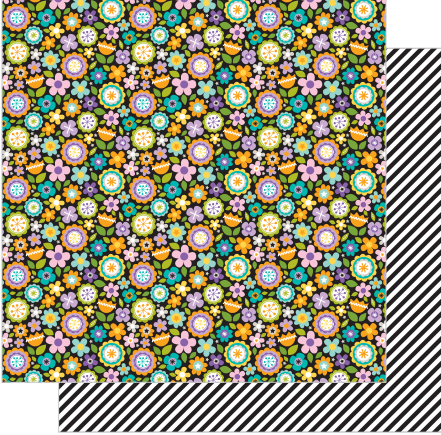
BB2314 Hey Boo



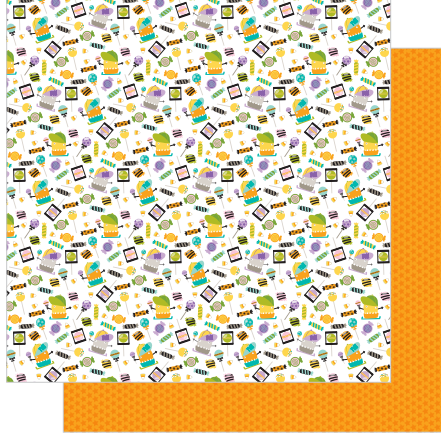
BB2315 Lil' Pumpkins



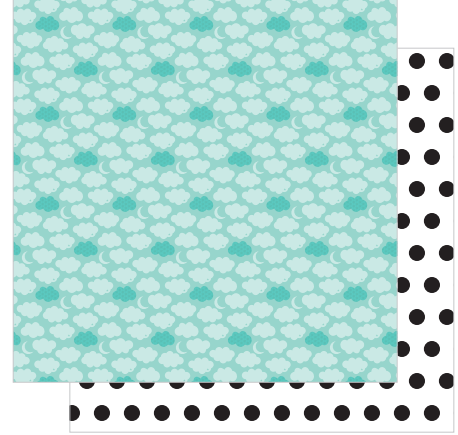
BB2316 Scary Cute



BB2317 Candy Monster



BB2318 Whistling Winds



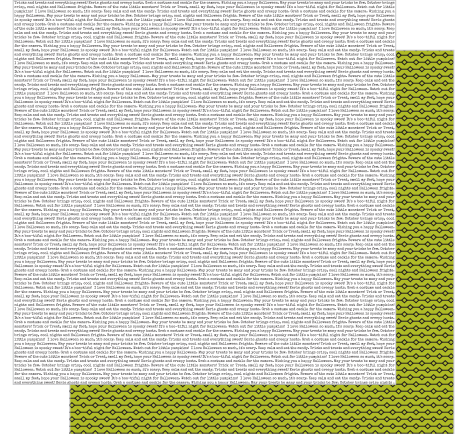
BB2319 Pumpkin Contest



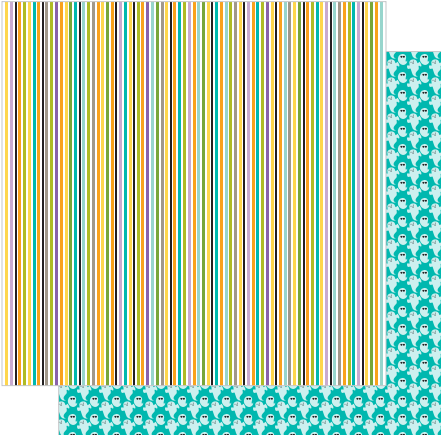
BB2320 Batty



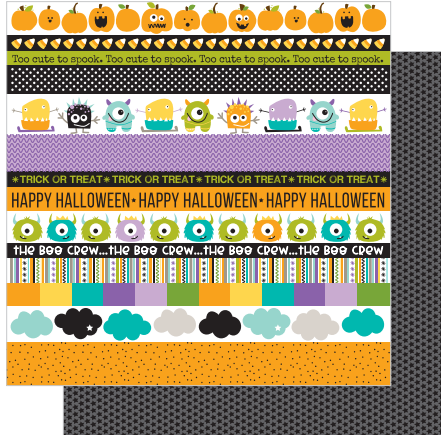
BB2321 Fun Facts



BB2322 Party Time



BB2323 Monsters & Friends Borders



BB2324 Monsters & Friends Daily Details



BB2325 Monsters & Friends
Doohickey Cardstock Stickers



BB2327 Monsters & Friends Chipboard Icons

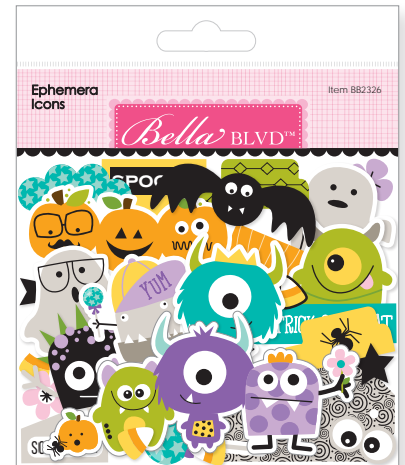


BB969 Orange Hearts Clear Cuts



BB974 Black Chevies Clear Cuts

BB2326 Monsters & Friends Ephemera Icons



BB2330 Door to Door
Bella-pops™



BB2331 Candy Bandit
Bella-pops™



BB2332 Little Monster
Bella-pops™



BB2333 Pumpkins
Bella-pops™



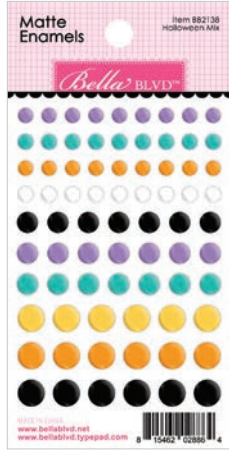
BB1977 Happy
Acrylic Word



BB2008 Trick or Treat
Acrylic Word



BB2138 Halloween Mix Matte Enamels



BB2328 Stars Halloween Mix Epoxy



BB2329 Goblins Epoxy



BB1956 Halloween Heart Hugs



BB1952 Black & White Heart Hugs



Aria Puffy Stickers



BB2225 Orange

BB2227 Pickle Juice

BB2232 Plum

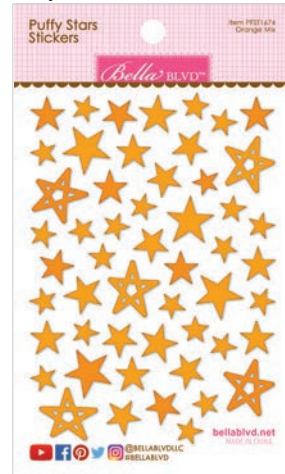
Trinkets Puffy Stickers



BB2289 Orange

BB2295 Black

BB1674 Orange Mix Puffy Stars Stickers



BB1612 Break Rules .3125" Washi Tape



BB2101 Dotty .3125" Washi Tape



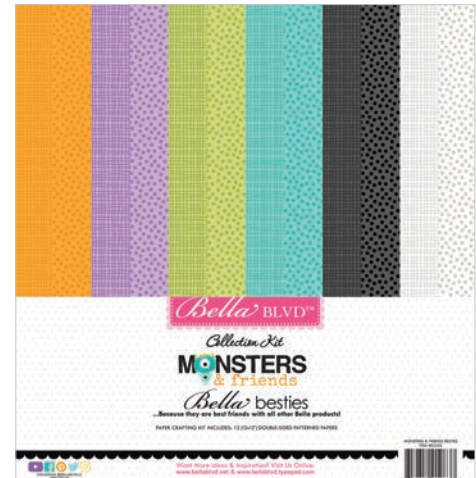
BB2334 October Cut Outs



BB2336 Monsters & Friends Collection Kit



BB2335 Monsters & Friends Bella Besties Kit



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Layout by Allie Trumpower

It's time to **deck the halls** and **jingle all the way!** Enjoy writing letters to **Santa** while snuggling under a warm Christmas quilt! **Fa La La** from Bella Blvd is full of mid-century modern influenced designs including trees and an adorable Christmas village! Enjoy the **festive** patterns and traditional Christmas color palette while sneaking a **peek at the presents!** Merry Christmas from Bella Blvd!

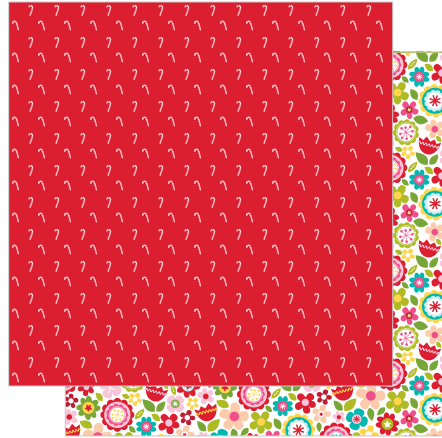
INCLUDES THESE BELLA BLVD
SIGNATURE COLORS:

- McIntosh
- Punch
- Cotton Candy
- Bell Pepper
- Pickle Juice
- Guacamole
- Pony

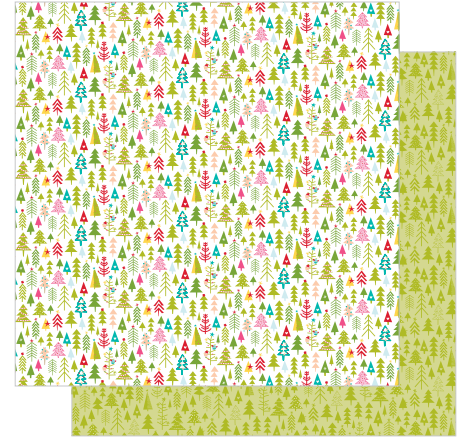
BB2337 Christmas Quilt



BB2338 Candy Cane Cuties



BB2339 Tree Trimmer



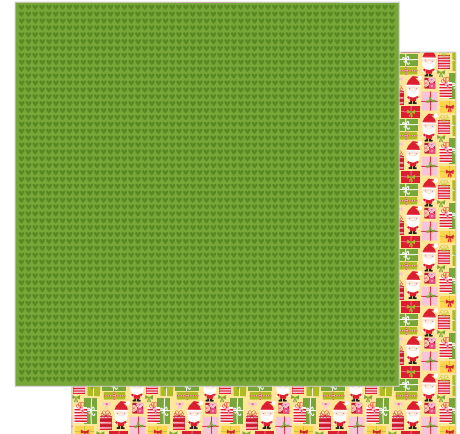
BB2340 Oh Deer



BB2341 Christmas Village



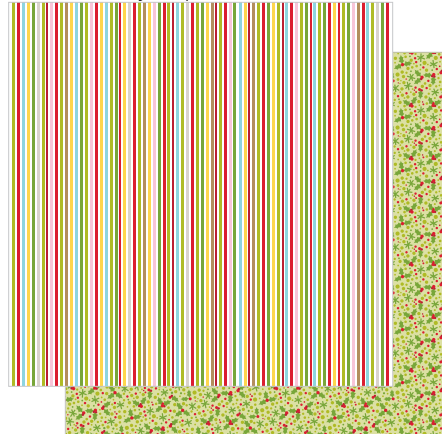
BB2342 All I Want For Christmas



BB2343 Deck the Halls



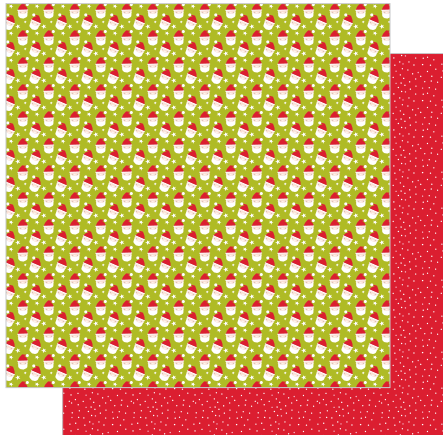
BB2344 Candy Striper



BB2345 Hot Chocolate Weather



BB2346 Dear Santa



BB2347 Fa La La Borders



BB2348 Fa La La Daily Details



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BB2349 Fa La La Doohickey Cardstock Stickers



BB2351 Fa La La Chipboard Icons



BB921 Calendar Invisibles



BB972 Pickle Juice Chevies Clear Cuts

BB2350 Fa La La Ephemera Icons



BB2354 St. Nick
Bella-pops™



BB2355 Reindeer
Bella-pops™



BB2356 Twinkle Lights
Bella-pops™



BB2357 Snow in Love
Bella-pops™



BB2022 Merry
Acrylic Word



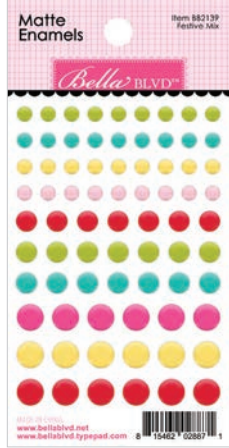
BB2023 Joy
Acrylic Word



BB2099 Tree Mix
Acrylic Shapes



BB2139 Festive Mix
Matte Enamels



BB2352 Stars
Christmas Mix Epoxy



BB2353 Wonderland
Epoxy



BB2200 Hearts
Christmas Mix Epoxy



BB2202 Christmas
Words Epoxy



BB1957 Christmas
Heart Hugs



Aria Puffy Stickers



BB2221
McIntosh

BB2224
Cotton
Candy

BB2228
Guacamole

Trinkets Puffy Stickers



BB2296
White

BB2287
McIntosh

BB2291
Pickle Juice & Guacamole

BB2205 Snow
.3125" Washi



2040 Red Stripe
.3125" Washi



BB2204 Oh Christmas
Tree .3125" Washi



BB1194 Festive
Cute Clips



BB2358 December Cut Outs



BB2359 Fa La La Collection Kit



BB2360 Fa La La Bella Besties Kit



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Christmas Value Bundle 1

Enjoy saving a "bundle" for yourself and your customers! Bundle it up...That is what we have done with these two options for Christmas bundles! These profit-packed, Value Bundles are pre-kitted; Offering you and your customer an awesome value! Each bundle comes with paper, stickers, and loads of embellishments, perfect for scrapbooking, card making or general paper crafting! Each kit is priced at 50% - 60% off, making them a perfect fit for classes, giveaways, or simply to re-sell as a bundle! Quantities are limited so get them before they're gone!

BB2140 Christmas Value Bundle 1



Christmas Value Bundle 2

This bundle comes with a 6x8" paper pad, 12x12" double-sided patterned papers, stickers, tags, ephemera, chipboard, epoxy, felt pennants, designer clips, an acrylic word and washi tape too! Perfect for scrapbooking, card making or general paper crafting! Kit priced at 50% - 60% off, making for great classes, giveaways, or simply to re-sell as a bundle! Quantities are limited so get it before it's gone!

BB2141 Christmas Value Bundle 2



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Halloween Value Bundle

This profit-packed, Value Bundle is pre-kitted; Offering you and your customer an awesome value, with high-quality Bella products and designs that coordinate effortlessly! Bundle features everything show below and is perfect for classes, giveaways, or simply to re-sell as a bundle! Quantities are limited so get them before they're gone! Enjoy saving a "bundle" for yourself and your customers!

BB2142 Halloween Value Bundle



\$12.⁵⁰
your price
\$24.⁹⁹
msrp

Introducing A New Way to Save:



- Hand selected by theme
- 50 sheets of patterned paper
- Double-sided that is **100 patterns**

Stack up today on this great value!

PLEASE NOTE:

Due to the nature of these stacks, some Contents may vary from images shown.

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