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Cute, fun togs from Fuss debut at Abigail Morgan.

SAN FRANCISCO, California, August 19, 2005 — Last night, Abigail Morgan, a darling boutique located on historic Union Street, introduced Fuss to the fashionistas of San Francisco.

The neighborhood of Cow Hollow was definitely atwitter when Abigail Piron of Abigail Morgan hosted a “t-party” for Fuss, a local children’s apparel company that specializes in infant and toddler wear (with girly ts for grown ups too). Dozens of chic women and men, some with babies in tow, cooed over these cute, clever and colorful baby togs.

Made of 100% cuddly cotton and sourced from American Apparel, the collection blends the yesteryear charm of hand illustrations with a playful but simple aesthetic. Each item is hand silk-screened and hand packaged with tags adorned with dotted grosgrain ribbon. “There’s magic in the little details. It’s that something extra that makes people smile when giving or receiving such a gift,” says Lissa Lowe, partner and designer of Fuss.

Kara’s Cupcakes (karascupcakes.com) and Coco-Luxe chocolates (coco-luxe.com), both women owned companies in San Francisco, provided the party’s yummy treats.

It was a “great night!,” said Piron, noting she was happy that Fuss debuted at her shop. Sales from the evening exceeded \$2000. Importantly, Abigail Morgan and Fuss donated 15% of the night’s net sales to the Ovarian Cancer Research Fund. Now *that* is something to “fuss” about.

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