



1819 Polk Street #392, San Francisco, CA 94109
p: 415-265-1312 • f: 415-441-3730
info@libraknits.com • www.libraknits.com

FOR IMMEDIATE RELEASE:

Contact: Amanda Sawyer
Phone: 415-265-1312
Email: info@libraknits.com
URL: www.libraknits.com

San Francisco Mompreneur's Business Chosen One of Entrepreneur Magazine's "100 Brilliant Ideas for 2010" Just as Owner – Once Diagnosed with Infertility - Gives Birth to Twins

San Francisco, CA (June 20, 2010) – Every year, Entrepreneur Magazine's June issue features its annual "100 Brilliant Ideas" list. The list includes companies from ten different industries, but each company has one thing in common – entrepreneurial spirit and great story. 2010's list includes one special "mompreneur" who had a particularly extraordinary spring. Not only was her company named one to watch by Entrepreneur, Amanda Sawyer, owner of LibraKnits Luxurious Handmade Baby Hats, expanded her family as well.

Once diagnosed with infertility, Sawyer gave birth to healthy twin girls in May. The day she brought the girls home from the hospital is also the day she got the news that LibraKnits had been picked by Entrepreneur Magazine. "I am absolutely thrilled," Sawyer says. "I am the luckiest woman alive. That it all came together both personally and professionally at the same time is just amazing and wonderful."

In the fall of 2006, Sawyer heard the words that no woman wants to hear. She was told that she could never have children. During the many doctor visits that followed her diagnosis, she needed something to help pass the time. So she picked up her knitting needles, and starting making luxurious handmade baby hats. And LibraKnits was born. "LibraKnits has allowed me the opportunity to turn one of the most difficult times in my life into one of the most rewarding and wonderful things I've ever done," states Sawyer.

Since then, fashion forward moms have chosen LibraKnits hats to keep their babies cozy and stylish. This unique company offers only the most luxurious, posh hats on the market, in a variety of styles. The hats are knit by hand out of the best materials found around the world, from silk, bamboo, and angora to the softest organic cotton.

Sawyer's vogue infant hats are flourishing among new moms who refuse to sacrifice style just because they have children. Not surprisingly, these chic hats have spread to the hottest celebrity trendsetters, such as Jessica Alba and Sarah Jessica Parker.

LibraKnits products have also been featured in numerous TV spots and magazines, and they are only rising in popularity.

Each hat is one-of-a-kind, made for a special baby whose mom is at the peak of the fashion trends. They are offered in an array of flattering colors to make each baby look his or her best. Sawyer continues to expand her business with new lines of LibraKnits hats, and is branching into other knit accessories, such as mittens.

#

Amanda Sawyer can be contacted via email at info@libraknits.com