



Pricing Guidelines

Tier 1 - Department Stores	(JC PENNEY, KOHL'S, SEARS, ETC.)
Tier 2 - Chain Stores	(GAP, OLD NAVY, OSH KOSH, ETC.)
Tier 3 - Upscale & Boutique	(GYMBOREE, RALPH LAUREN, HEARTSTRINGS, ETC.)

ITEM	TIER 1	TIER 2	TIER 3
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BOTTOMS

Jeans	3.00-5.50	3.50-8.00	4.00-9.50
Dress Pants/Slacks	4.00-7.00	4.50-8.50	5.00-10.00
Casual/Khakis	3.00-5.50	3.50-8.00	4.00-9.50
Skirts/Skort	2.50-5.00	3.00-6.00	4.00-7.00
Shorts	2.00-3.50	3.00-5.50	3.50-6.50
Sweatpants	2.00-3.50	3.00-5.50	3.50-6.50
Leggings	2.00-3.50	3.00-5.50	3.50-6.50

DRESSES

Jumpers	3.00-5.00	3.50-6.50	4.00-9.50
Dresses	3.50-6.00	4.00-7.00	4.50-10.00
Sundresses	3.00-5.00	3.50-6.50	4.00-9.50
Holiday Dresses	5.50-9.50	6.00-10.50	6.50-12.00

TOPS

Sweaters	3.00-6.00	4.00-10.00	5.00-10.00
Sweatshirts	2.50-4.00	3.50-5.50	4.00-7.00
Turtlenecks	2.00-4.00	2.50-5.00	3.00-6.50
Long Sleeve	2.00-4.00	2.50-5.00	3.00-6.50
Short Sleeve/Sleeveless	2.00-4.50	3.00-5.00	4.00-6.50
Basic T-shirt w/ or w/out logo	2.00-4.50	3.00-5.00	3.00-6.50
Dress Shirt	3.00-5.50	4.00-6.50	5.00-7.00

OUTFITS/SETS

2 piece matching (pants & shirt)	4.50-6.00	6.00-7.50	7.00-10.00
3 piece matching outfit	5.00-6.50	6.50-8.00	7.50-12.00
4 piece matching outfit	5.50-7.00	7.00-8.50	8.00-15.00

OUTER WEAR

Winter Coat/Jacket	3.50-7.50	4.00-12.00	3.00-15.00+
Snow Pants	3.50-5.50	4.00-6.00	5.00-9.50
Snow Suit	5.50-8.00	6.00-9.00	6.50-10.00
Wind Breaker	3.00-5.00	3.50-6.00	4.00-8.00
Denim Jackets	3.50-5.50	4.00-6.00	5.00-9.50
Raincoats	3.50-5.50	4.00-6.00	5.00-9.50
Polar Fleece	4.00-6.00	4.50-6.50	5.00-7.50
Vests - Lined or Quilted	3.50-5.50	4.00-6.00	5.00-9.50
Athletic/Track Suits	4.50-6.50	5.00-7.00	5.50-9.00
Spring Coat/Light Weight	3.00-6.00	4.00-7.00	5.00-9.50



PAJAMAS

Footed/Non-footed sleeper	3.00-4.00	3.50-5.00	4.50-6.50
2 or 3 piece PJ Sets	3.00-4.00	3.50-5.50	4.50-7.00
Night Gown	3.00-4.00	3.50-5.00	4.50-6.50
Bath Robe	3.50-4.50	4.50-5.50	5.50-6.50

SWIM WEAR

Swim Suits	3.00-4.50	3.50-5.00	4.00-6.00
Swim Trunks	3.00-4.50	3.50-5.00	4.00-6.00
Cover Ups	3.00-4.50	3.50-5.00	4.00-6.00
Sunglasses	2.00	2.00-3.00	2.00-3.00
Swimmers (Diapers for swimming pkg of 5 or more)	2.00-5.00		

ACCESSORIES

Hats - Summer & Winter	1.50-2.50	2.00-3.00	2.50-4.00
Gloves and Mittens	1.50-2.50	2.00-3.00	2.50-4.00
Scarves	1.00-2.00	1.00-2.00	1.00-2.00
Belts	1.00-2.00	1.50-3.00	1.50-3.00
Purses	1.50-2.50	2.00-3.00	2.50-3.50
Back Packs	3.50-5.50	4.00-6.00	4.50-7.00
Tights	2.00	2.00	2.00
Socks - group of 3 or more pairs	1.50-2.50	2.50-3.50	3.50-5.00

SHOES

Boots - winter	2.50-4.00	3.00-5.00	3.50-7.00
Boots - hiking	2.50-4.50	3.00-5.50	3.50-7.50
Sneakers	2.00-4.00	2.50-5.00	3.00-8.00
Dress Shoes	2.50-4.00	3.00-5.50	3.50-7.50
Sandals	2.50-4.00	3.00-5.50	3.50-7.50
Pool Shoes	1.0-3.50	2.00-4.00	
Slippers	1.00-3.00	1.00-3.00	

MATERNITY CLOTHES

Shirts	2.50-3.50	3.00-4.00	3.50-4.50
Jeans	4.00-5.00	5.00-6.00	6.00-8.00
Shorts/Skirts	3.00-5.00	4.00-6.00	5.00-7.00
Pants/Capri's	4.00-5.00	5.00-6.00	6.00-8.00
Dresses	5.00-6.00	6.00-7.00	7.00-10.00
Suits/2 piece sets	7.00-9.00	8.00-10.00	9.00-12.00
Swimsuit	6.00-8.00	7.00-9.00	8.00-10.00
Nightgown/Robe	5.00-7.00	6.00-8.00	7.00-9.00
Nursing/Maternity Bras	3.00-4.00	4.00-5.00	5.00-6.00

INFANT CLOTHING ESSENTIALS

Bibs - Group of 3 or More	1.50-3.00	2.00-4.00	2.50-5.00
Gowns/Sleepers	2.50-3.50	3.00-4.00	3.50-5.00
T-Shirts - Group of 3 or More	1.50-3.00	2.00-4.00	2.50-5.00
Onesies-Basic - Group of 3 or More	1.50-3.00	2.00-4.00	2.50-5.00
Rompers	2.50-4.00	3.00-4.50	3.50-5.50



Socks - 3 or More Pairs 1.50-3.00 2.00-4.00 2.50-5.00

INFANT/BABY BATH ESSENTIALS

	GENERIC BRAND	BRAND NAME
Washcloths - group of 3 or more	1.00-3.00	2.00-4.00
Bath Towels / Hooded Towels	1.00-2.00	2.00-3.00
Bathtub	2.00-4.00	3.00-5.00
Bathtub Seat	2.00-3.00	3.00-4.00
Bathtub Faucet Cover	1.00-2.00	2.00-3.00
Bathtub Thermometer	1.00-2.00	2.00-3.00
Bathtub Toy Organizer / Caddy	2.00-3.00	3.00-4.00

INFANT/BABY DIAPERING/POTTYESSENTIALS

	GENERIC BRAND	BRAND NAME
Diaper Genie	4.00-6.00	
Diaper Genie Refill - Unopened	3.00-4.00	
Diaper Champ	6.00-8.00	
Diaper Wipe Warmer	5.00-7.00	
Diaper Wipe Caddy/Organizer	1.00-3.00	
Contour Changing Pad	4.00-6.00	5.00-8.00
Changing Pad Cover	2.00-3.00	3.00-4.00
Potty Chairs	2.00-5.00	3.00-6.00
Potty Seats	1.00-3.00	2.00-4.00
Step Stools	1.00-4.00	2.00-5.00

BEDDING/BLANKETS

	GENERIC BRAND	BRAND NAME
Receiving Blankets	1.00-3.00	2.00-4.00
Stroller Blankets	2.00-4.00	3.00-5.00
Crib Sets - 3-5 Piece	8.00-10.00	9.00-12.00
Crib Sets - 5-7 Piece Plus	10.00-15.00	11.00-18.00
Matching Crib Set Accessories Lamps, Border, Curtains, Etc.	5.00-10.00	6.00-11.00
Individual Fitted Crib Sheet	1.00-2.00	2.00-3.00
Individual Bassinet Sheet	1.00-2.00	2.00-3.00
Individual Crib Bumper	2.00-5.00	3.00-6.00
Individual Crib Skirt	2.00-5.00	3.00-6.00
Kids Sleeping Bags	4.00-8.00	5.00-10.00
Kids Napping All In One Bag	3.00-5.00	4.00-6.00
Kids Character Bedding Sets	4.00-6.00	5.00-8.00
Bed Rail	5.00-7.00	6.00-8.00

FEEDING/NURSING ESSENTIALS

	GENERIC BRAND	BRAND NAME
Bottles - Set of 3 or more	1.00-3.00	2.00-5.00
Plastic Bottle Liners/Drop Ins (New)	1.00-3.00	2.00-4.00
Single Breast Pump	10.00-20.00	15.00-35.00
Double Breast Pump	25.00-50.00	75.00-150.00
Breast Milk Storage Bags (New)	2.00-4.00	3.00-5.00
Nursing Pillows/Bobby	3.00-5.00	5.00-8.00
Early Feeding Spoons - Soft	1.00-3.00	
Cups w/ Lids / Sippy Cups	1.00-2.00	



Kids Plates w/ Dividers	1.00-3.00	2.00-4.00
Kids Plates Including Utensils	2.00-4.00	3.00-5.00
Utensils Only	1.00-2.00	2.00-3.00

INFANT EQUIPMENT

	GENERIC BRAND	BRAND NAME
Baby Swing	15.00-25.00	20.00-30.00
Bouncy Seat	5.00-10.00	10.00-15.00
High Chair	10.00-20.00	20.00-35.00
Exersaucers	8.00-12.00	12.00-20.00
Pack N'Plays / Port-A-Cribs	10.00-20.00	20.00-35.00
Umbrella Stroller	2.00-5.00	5.00-10.00
Single Child Stroller	10.00-25.00	20.00-40.00
Double Stroller (Sit or Stand)	20.00-40.00	40.00-80.00
Travel System	40.00-60.00	60.00-80.00
Baby Bjorn/Snugli/Sling	5.00-10.00	8.00-15.00
Bassinet	10.00-25.00	25.00-40.00

INFANT/BABY FURNITURE

	GENERIC BRAND	BRAND NAME
Crib	10.00-100.00	100.00-250.00
Changing Table	25.00-75.00	75.00-150.00
Dresser	10.00-100.00	100.00-250.00
Glider W/ Ottoman	25.00-50.00	50.00-100.00
Book Shelf - 3 Shelves	10.00-20.00	20.00-30.00
Book Shelf - More Than 3 Shelves	20.00-40.00	40.00-60.00
Wall Hanging Shelf	5.00-15.00	10.00-20.00

BOOKS

Board Books	1.00-3.00
Cloth Books	1.00-2.00
Hardcover Books	1.00-3.00
Softcover Books	1.00-2.00
Chapter Books	1.00-2.50
Sets - i.e American Girl, Junie B.	3.00-6.00

MOVIES

VHS - Disney/BabyEinstein/Elmo	3.00-5.00
VHS - Set of 3 or More	5.00-7.00
VHS - Other	1.00-2.00
DVD - Disney/BabyEinstein/Elmo	5.00-7.00
DVD - Other Titles	4.00-6.00