



Melbourne mum wins National Good Design Award for world first 'wake-proof' baby bib

Chrissy Dupé, mum of two and Founder of *Gigi Bib* has been awarded an Australian Good Design Awards, the country's highest honour for design and innovation.

Gigi Bib is the world's only wake-proof and accessory-compatible baby and toddler bib range, featuring a ground-breaking one-handed clip that's designed to be easy to open and close with just the thumb and forefinger - making the transition from feeding to settling baby to sleep much easier for parents.

The Good Design Awards Jury said Gigi Bib is "A *clever innovation single-handedly reinventing the baby bib category.*"

The winners of the Good Design Awards were announced on Friday 16th September in Sydney, with Gigi Bib taking out a prestigious Good Design Award Winner Accolade in the Product Design category, recognising its outstanding design and innovation.

Chrissy created the Gigi Bib range following the difficulties she experienced settling her daughter Gisele (Gigi) to sleep as a baby. The only way to settle her was to feed her, but taking her bib off would always wake her again. There was no bib on the market that was easy and quiet undo with one hand while nursing a baby. They all had fiddly press studs, loud scratchy velcro strips or had to be pulled off over Gigi's head.

"I remember thinking, '*if this is a problem for me, it's probably a problem for other mums*'", said Chrissy. Research with parents confirmed it was, so she set about creating her own 'wake-proof' baby bib.

"It's taken two and half years to get to this point, and I'm so proud of the range - every aspect has been thoughtfully designed with both parents *and* babies in

mind. Gigi Bib is the solution I really wish I'd had when I was a sleep deprived new mum”.

Projects recognised with an Australian Good Design Award demonstrate excellence in professional design and highlight the impact a design-led approach has on business success and social and environmental outcomes.

Dr. Brandon Gien, CEO of Good Design Australia and Chair of the Australian Good Design Awards said “To be recognised with an Australian Good Design Award is a significant achievement, given the incredibly high standard of projects submitted in this year’s Awards. The Good Design Award is a valuable independent endorsement of professional design quality. It tells the world this project not only represents design excellence, but it also surpasses the criteria for design innovation and design impact.”

Chrissy has also recently been named as a finalist in the national *She-com Awards*, celebrating the outstanding achievements of women bringing products to life and selling them online, and was a finalist in three categories at the 2022 *AusMumpreneur Awards*, recognising the country’s best and brightest mums in business.

“Gigi was born with a very rare genetic condition called Mosaic Trisomy 20, and I’m passionate about raising awareness and helping to promote independence for people living with additional needs”, Chrissy said.

Chrissy’s vision is to make life easier; initially for parents, and then for many others through applying her provisionally patented one-handed ‘Gigi Clip’ to adaptive wear and accessible products across the disability and aged care sectors.

Ten cents from each Gigi Bib sale is donated to Rare Voices Australia - the national body that advocates for the two million Australians living with a rare disease, like Gigi.

Find out more about **Gigi Bib** at www.gigibib.com.au

For an interview with **Chrissy Dupé** call 0488 002 786 or email media@gigibib.com.au

Find out more about the **Australian Good Design Awards** at <https://good-design.org/good-design-awards/>

Find out more about **Rare Voices Australia** at rarevoices.org.au