JESVRVM
Baby

JESURUM BABY

JUST A GIRL'S DREAM

Tradition and Passion

Jesurum baby was a dream, it was Paola Cimolai's dream since she was a little girl and now Paola, Jesurum's CEO, made her dream come true.

A Mother Inspiration

Her mother owned and operated a children clothing company and Paola grew up surrounded by fabric and buttons.

Gown for a Girl (GG)

Paola became a mother herself and when it was time to celebrate little Olimpia's Christening, Paola could not find a suitable gown for her girl.

It was then that the idea of creating children clothing that recall a glorious past gone came to mind.

Made in Italy by Jesurum

Jesurum Baby was born in 2022, a collection
that stays true to Jesurum's core values,
the exclusive house linen brand started in 1870.

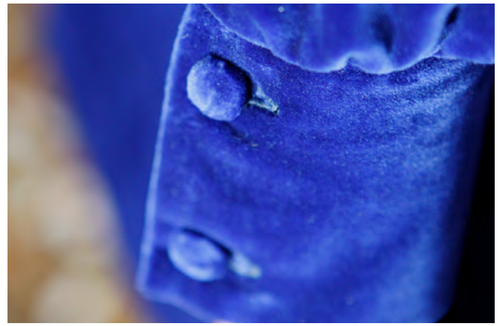
100% Made in Italy craftmanship,
the highest quality, and an impeccable attention
to details is what sets is apart.

A Touch of Classic

Jesurum Baby a timeless experience for little girls

Your Unforgettable Memory

Jesurum Baby creates the perfect dress
for your special occasion.



Baby J Comfort and Cuddles

Baby J it’s your choice for their beautiful nights

Precious Fabrics for their Sleepy Time

The quality and craftsmanship entirely Made in Italy are the firm points of a company like Jesurum that has been working for almost 150 years and firmly shares the same principles and values now with Baby J brand.

Our Collection Baby J

Bathrobe Baby J
Child

Mat Baby J
Multicolor
Hot air Balloons

Pijama Baby J
Romeo Blu
piping

Mat Baby J
Pink Bunny

Baby J Slippers
Antique Rose Velvet

Points of Sale

Shops & Showroom Jesurum Baby

ITALY

Avellino
Concept Store Mara

Barletta (BT)
Pedico

Canosa di Puglia (BT)
Dirò Bimbi Concept Store

Roma
Rubino Kids

Siderno (RC)
Piccole Canaglie

Aversa (CE)
Rubino Kids

Bellizzi (SA)
Mancini Junior

Caserta
Mario D'Anna

Napoli
Siola

Sora (FR)
Anna Meglio

Bari
La Cicogna

Bitonto (BA)
Silvia Boutique

Pescara
Bebè

Santa Maria
La Carità (NA)
Piccolo Lord

Shops & Showroom Jesurum Baby

WORLD

Kuwait
Armada Retail Concept Co Will Kuwait

Switzerland
Sigma Luxury

New Jersey
Little Women Too

Liverpool
Bella Diosa Ltd

Russia
DeBoutique

Dubai
International Business Group Majestic Llc

Tashkent
Up To 16

New Jersey
Bizi

Riyadh
Abdul Wahab Al Garawi Group

Moda Operandi

Thessaliniki
Bimbo Sa.

Brooklyn
Flamingo Baby

Düsseldorf
Barbara Frères Für Kinder

Contacts

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