

The Baby Business

Diaper Dude diaperdude.com



Chris Pegula, a father of three in L.A., made it okay for dads to tote a diaper bag by giving them something cool to carry.

Diaper Dude messenger bags—decorated with skulls, peace signs, dragons, and the like—have celebrity fans including Brad Pitt and Chris Martin. Women have adopted them as well (Jessica Alba carries one), prompting Pegula to create Diaper Diva bags, along with baby clothes. Bags start at \$60 and are sold online, in boutiques, and at Buy Buy Baby.

→ Diaper Dude's matching Dad shirt and baby bodysuit (\$30/set).

