



It's A Bug's Life

NYC WOMAN CREATES WHIMSICAL CLOTHING



bugged out®

Every vendor at the Fulton Stall Market has a story about how they began selling their products. Some have a passion to make beautiful art while others have a passion to spread their love of food to others. For Dina Lerman, founder of Bugged Out, her story began with a life-changing diagnosis.

"I was living a hectic life as a New York City interior architect when my whole world suddenly changed forever," Lerman said. "In March 1998, I was diagnosed with Multiple Sclerosis." A diagnosis of that magnitude can turn a person's life upside down, but Lerman didn't let it get her down. Only weeks after her diagnosis, she participated in the New York City MS Walk outfitting her team with customized, whimsical shirts.

"I brought along T-shirts with a simple printed caterpillar for my Bugged Out team to wear," Lerman said. "And in the following years, I designed different brightly colored Bugged Out team T-shirts with a ladybug or bumblebee or butterfly for this very personal event."

Encouraged by the overwhelmingly positive response from friends and family and even total strangers to her vibrantly colored bug shirts, the idea for Bugged Out began.

"For the longest time, I gave out my Bugged Out items only as gifts, but in 2007 I started selling some of my bug things, and Bugged Out, LLC was formed," Lerman said.

Then one of Bugged Out's first customers for the bug line, the "Shop in the Garden" at the New York Botanical Garden, commissioned Lerman to design a line of kid friendly fruits and veggies on cards, totes and T-shirts.

Bugged Out's line of screen-printed whimsical bug and fruit and veggie designs is available on organic cotton onesies and T-shirts, cotton fleece hoodies, recycled cotton canvas tote bags and note cards. Each one of her products is hand printed by Bugged Out in NYC, so no two are exactly the same!

Lerman hasn't forgotten about what initially caused her to make the whimsical bug shirts.

"I really hope that Bugged Out will have a lasting impact," Lerman said. "A percentage of the proceeds from Bugged Out goes directly to MS Research at the MS Care Center at NYU Langone Medical Center."

Bugged Out can be found every weekend at the [Fulton Stall Market](#) and on [Etsy.com](#). Follow Bugged Out on [Facebook](#) and [Twitter](#) for news and more!