

## **Stork and Veil—Online Shop for Babies and Brides opens Retail Gift Store in Atlanta area**

*Retired Master Photographer goes from babies and brides to--Babies and Brides! Continuing the celebration of life's greatest events with a baby and bridal gift shop in the Atlanta area.*

February 13, 2008 (FPRC) --  
Alpharetta, Ga.

Stork and Veil—the One Stop Shop for babies and brides!

Julia Russo and husband, Louie, announce the grand opening of Stork and Veil, a Baby-Bridal gift retail shop that opened on February 11, 2008 at the Watercrest Village Shopping Center in Alpharetta, GA. Julia Russo, Master Photographer and previous owner of Russo's of Atlanta and Portraits by Julia Anne, retired from the photography business after thirty-three years. She received two degrees during that time: Master of Photography and the Photographic Craftsman degree.

Although retired from the daily rounds of hugs and kisses that were a product of her children's photography, Julia still loved and missed the enchantment of babies. During her retirement, she started an internet-based baby gift shop. Having worked with parents and grandparents and babies for over thirty-years, and missing the one-on-one contact with them, she decided to open a retail location in Alpharetta.

Russo credits her success to researching and implementing new ideas and products into her business. She likes to stay one-step-ahead of the competition by constantly acquiring fresh, new product offerings and custom handmade baby gifts such as: "Diaper Cakes" filled with items such as teething rings, bottles of baby lotion, burp cloths, pacifiers and, of course--diapers; "Baby Bunch Bouquets" that are really baby clothes, wrapped to look like rose blooms. The very popular baby clothing line, Angel Bebe, features clothing with angel wings attached. Unique gifts and personalized plush animals and silver keepsakes add to the wonder of gift options for newborns. Just for fun and just for Dad, the store also features "Training Treats" for Dads, diaper bags and Dad Gear that befit the proud new father and even a fringed leather "biker baby" bib for babies who proclaim they are "Hog Wild about my Daddy."

For the bride, Stork and Veil has a wide array of necklace and earring sets that would compliment a variety of bridal gown styles. Wedding gifts take on a personal touch with monogrammed linens and soaps that are the perfect wedding shower gift. Elegant and whimsical invitations and accessories make a stop at this store sure to be on the wedding planning list.

For the future of the retail store, the Russos dream of creating a Bearington Bears Village, complete with the characters so loved from the Bearington Collection. And plans are underway for having a weekly or monthly Baby Shower in the store with other events that are just for Dad.

Customers will be treated to first class attention, literally, with the First Grandmother's Club, First Mom's Club and sign language classes for babies, just to name a few of the events planned for the store.

Stork and Veil corporate customers will also find it easy to select corporate gifts for new families, promotions, and retirements. Birthdays and holidays are the perfect occasions for anyone to give personalized, made to order, gift baskets. Stork and Veil can ship anywhere to any gift recipient with a phone call or order from the website.

For additional information on the Stork and Veil, please contact Julia Russo at 770-740-8171. Stork and Veil, 631 North Main Street, Alpharetta, GA 30004 or visit the website at <http://www.storkandveil.com>

**Contact Information**

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