

BabyBox.com Selected as Exclusive Online Retailer for Henry & Henrietta Baby Bedding

Retailer of Baby Bedding Expands Offering with New Line of Luxury Crib Bedding

February 14, 2008 (Darien, CT) - www.BabyBox.com, a luxury retailer of baby bedding, crib bedding, baby gifts, and baby clothes, today announced an expansion in their product line to include Henry & Henrietta, maker of high quality baby bedding and accessories. The newly added baby bedding line enhances the wide selection already offered by BabyBox.com.

BabyBox was selected by Henry & Henrietta as the exclusive online retailer of the upscale bedding collection. Known for carrying the highest quality and most desirable fashions in baby gifts, bedding and accessories, BabyBox.com provides customers an additional line of luxurious yet practical designs. The newest addition of baby bedding joins other upscale designers already available through BabyBox.com including Lulla Smith, Gordonsbury, Serena & Lily, Lullaby and Baby B Collection among others.

Henry & Henrietta features 100% luxury European cotton and delicate hand-sewn embroidery designed to pair with elegant traditional decor. Incorporating world renowned Liberty of London fabrics, the Henry & Henrietta collection brings to market high quality baby bedding and accessories, as well as sophisticated upholstery and window treatments for baby. Each crib bedding set is custom designed and is custom made to order.

"Within each collection, you will find classic designs which incorporate the esteemed fabrics of Liberty of London, providing a distinctive color palette," stated Tara Turner Lockheart, founder of Henry & Henrietta. "The quality offerings and dedicated customer base of BabyBox.com, provides the perfect vehicle to sell our bedding online," Turner Lockheart concluded.

The baby bedding designs offered at BabyBox.com are a perfect blend of elegance and flair, providing quality, classic designs for those who prefer refined décor. "We are thrilled to carry the Henry & Henrietta Collection and look forward to introducing this beautiful baby bedding to our customers. It is so refreshing to work with designers who specialize in custom made crib linens, and who offer each customer the chance to participate in designing their own set," stated Katherine Type, founder of BabyBox.com.

Featuring other products such as baby clothes, crib bedding, toys and baby gifts, the inclusion of the Henry & Henrietta line is a logical development of BabyBox.com's sales strategy, further solidifying customer retention and satisfaction. For more information, please visit <http://www.BabyBox.com>.

About Henry & Henrietta

Henry & Henrietta launched in September 2007 specifically designed to be customized with elegant traditional fabrics. The luxury baby bedding line brings to market high quality and sophisticated fabrics, reminiscent of the of the shirt makers on Savile Row in London. The Henry & Henrietta collection conveys the classic nature of fine English style, while hinting at the playful spirit of fun that infuses every design.

About Baby Box

BabyBox.com is a premier baby gift store for children, ages newborn to 12 months. Offering a specialized selection of luxury baby items, the company prides itself on serving a niche market with a focus on unique and high quality products including adorable baby clothes, nursery décor, quality children's furnishings custom baby bedding, one-of-a-kind handmade items, as well as traditional gifts, such as toys, baby blankets and keepsake gifts. In addition to the specialized collections offered for babies, BabyBox.com also has also expanded its offerings to provide furniture, bedding, décor and clothing for older children as well. With headquarters in Darien, CT, BabyBox.com has been providing unique baby gifts since 1997. For more information, please visit www.BabyBox.com

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