

BabyBox.com Selected as Exclusive Online Retailer for Sterling Anabella Luxury Crib Bedding

Retailer of Baby Furniture Expands Offering to Include New Line of Custom Baby Bedding

(Darien, CT) April 29, 2008 – www.BabyBox.com, a luxury retailer of baby bedding, crib bedding, baby furniture and baby gifts, today announced an expansion in their product line to include Sterling Anabella Luxury Crib Bedding Collection, maker of heirloom, quality baby bedding, upholstery and drapery. The newly added crib bedding line enhances the specialized selection already offered by [BabyBox.com](http://www.BabyBox.com).

BabyBox was selected by Sterling Anabella as the exclusive online retailer of the upscale bedding collection. Renowned in the industry for carrying the highest quality and most desirable baby gifts, bedding and nursery accessories, [BabyBox.com](http://www.BabyBox.com) provides customers an additional line of luxurious yet practical designed linens. The newest addition of baby bedding joins other upscale designers already available through [BabyBox.com](http://www.BabyBox.com) including Henry & Henrietta, Lulla Smith, Gordonsbury, Serena & Lily, Blauen, Sweet William, Lullaby and Baby B among others.

Sterling Anabella fine quality crib linens are available exclusively at [BabyBox.com](http://www.BabyBox.com) and are designed to complement your sophisticated sense of style. The Sterling Anabella line is well known for its luxurious and soft-to-the-touch cotton. Each crib bedding set can be customized with fabrics that are color coordinated with matching nursery accessories, window treatments and elegant upholstery to complete the room. Sterling Anabella offers the finishing touch on many of her pieces by adding a custom monogram; including monogrammed rugs, lampshades, bedding and decorative pillows. For the past 20 years, Sterling Anabella has been catering to discriminating homes and estates across the country and is a nationally recognized manufacturer of draperies and couture quality bedding under the parent company, Draperies of Palm Beach. Now the company has expanded its offerings and has brought beautifully designed drapery treatments into the nursery.

"We are thrilled to carry the Sterling Anabella Luxury Crib Bedding 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](http://www.BabyBox.com).

Within each collection, you will find classic designs and premium fabrics in several unique color schemes. The baby bedding designs offered by Sterling Anabella are a perfect blend of elegance and flair, providing quality, classic designs for those who prefer refined décor.

Featuring other products such as baby clothes, baby furniture and baby gifts, the inclusion of the Sterling Anabella line is a logical development of [BabyBox.com](http://www.BabyBox.com)'s sales strategy; further solidifying customer retention and satisfaction. For more information, please visit <http://www.BabyBox.com>.

About Baby Box

[BabyBox.com](http://www.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, moses baskets, bassinets, 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

Contact Information

For more information contact Katherine Type of BabyBox.com (<http://www.BabyBox.com>)
(203) 655-0185

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