

BabyBox.com Announces the Addition of House Inc.

Online luxury baby retailer now carries a selection of House Inc. bedding and furniture

January 20, 2009 (FPRC) -- www.BabyBox.com, a luxury retailer of high-end crib bedding, baby furniture and baby gifts, announced today the addition of select House Inc. bedding and furniture to its existing collections. The latest offering complements its extensive selection of premier nursery furniture, baby bedding, baby clothes and baby gifts, making BabyBox.com the premiere online destination for those with discriminating taste.

"We are thrilled to announce our latest addition of baby bedding and baby furniture from House Inc., which is known for its unpretentious style and comfort," said Katherine Type, founder of BabyBox.com. "The House Inc. baby bedding and destination inspired furniture collections round out our distinguished roster of the most exclusive names in luxury baby furniture and baby bedding."

The House Inc. Bedding Collection was created to beautify a child's surroundings and encourage heavenly sleep. Featuring a full line of crib bedding, duvets, bed skirts, sheets, Euro shams, Standard shams, King shams, boudoir pillows, neckroll pillows, curtain panels and valances. Moses baskets and fabrics by the yard complement nurseries and children's bedrooms of any theme or decor.

Featuring delicious color and pattern combinations such as Neopolitan Chocolate Blue, Maiden's Sage Bouquet and Pashmina Pink, the House Inc. line of luxury baby bedding is made from soft poplin and jerseys. Designer Annette Tatum breaks from the predictable with House Inc., where comfort and style meet with unexpected combinations of texture, pattern and color. House Inc. Baby brings Tatum's philosophy to the nursery, where cozy comfort rhymes with happily ever after for playtime or sweet dreams.

The House, Inc. Maiden's collection revolves around the feminine shape of the Maiden's Bed. With curved legs and delicate decorative appliqué options, the solid wood, individually crafted furniture is the perfect focal point for little princesses' rooms. Featuring clean lines and squared legs, the classically designed Cottage Bed by House Inc., with optional mosaic beading or rope molding, is a timeless treasure for any child's room. Both styles are crafted in the USA, feature a choice of 16 beautiful colors and come in twin, full and queen sizes. Completing the collections are matching changing table, dresser, chests, bookshelves, bookcases, night stand, cubby and bench.

In addition to the latest House Inc. collection, BabyBox.com features an A-list of upscale designers, such as Henry & Henrietta, Lulu DK Matouk, Lulla Smith, Gordonsbury, Serena & Lily, Blauen, Sweet William, Lullaby and Baby B, among others.

About BabyBox.com

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 crib bedding, baby clothes, nursery décor, quality children's furnishings, baby furniture, 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 infant collections, BabyBox.com has expanded its offerings to provide furniture, bedding, décor and clothing for older children. With headquarters in Darien, Conn., BabyBox.com has provided unique baby gifts since 1997. For more information, please visit www.BabyBox.com.

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