

Press release

French flair for baby's nursery from Urbanmummy

Site sources original finishing touches, saving mums time

June 6, 2008, London – A new website www.urbanmummy.co.uk has been set up to provide designer nursery accessories for busy mums looking to add original finishing touches to their baby's room. The site specialises in French brands not normally found in the UK and is intended to help mums who want something a little different to decorate the nursery without them having to spend hours searching through shops.

The site includes Isabelle Danicourt linen accessories such as notice boards, nursery baskets and beautiful embroidered photo albums; and Lola Coquelicot, which specialises in hand crafted nursery accessories such as toy chests, wall hooks and 'Lazy Lamb', the adorable framed cuddly sheep that plays a lullaby and provides a gentle nightlight. Urbanmummy also provides a broad range of personalised items such as Lynda Fays' oil paintings or 7 Famille's Limoges porcelain. Across the site, there are various collections to choose from: the floral "Rosy" theme for girls and "Snowflake" or "Linen" for both boys and girls.

Founder, Mona Urbain lived between London and Paris for over ten years and was able to dig out original French brands that were missing in the UK. Tired of lugging objects from France for her British friends, she decided to launch her online boutique for the UK market.

"Finding accessories for a baby's nursery isn't easy, particularly if you want something a bit different from regular items found on the high street. We source gorgeous foreign brands that stand out from the mundane so that busy mums don't have to spend hours trawling the web or seeking out hard to find boutiques," says Urbain.

The company also offers a gift list service.

For more information visit www.urbanmummy.co.uk or contact Mona on 07790 973 550.

You can download high-res images from www.picandmiximages.co.uk/urbanmummy