

## Urbanmummy Gives Birth to Online Baby Boutique

February 25, 2008 - Press Dispensary - Help is at hand for busy mums on the run as Urbanmummy (<http://www.urbanmummy.co.uk>), a London-based supplier of quality baby accessories, launches with a website to provide options to brighten up baby's bedrooms in style. Offering an original range of charming hand crafted pieces, the site also aims to be the first port of call for anyone looking for a personal present for new parents.

Urbanmummy specialises in sourcing nursery accessories and baby gifts, most of which are not available anywhere else in the UK. Many of the products come from continental Europe, such as luxury linen accessories from the Isabelle Danicourt Versailles workshop, and hand crafted chests and baskets from Lola Coquelicot, a boutique French brand.

The site also offers a gift registry service for expectant mums who want to organise a baby shower without the risk of being lumbered with twee trinkets or high street horrors. They can register their gift preferences and send them with one click to friends and family. Buyers then go to the gift list, select an item and proceed to checkout. The gift is automatically sent to the registrant.

Mona Urbain, director for Urbanmummy says: "Shopping for weddings has been transformed by online gift registries, and I thought it was time to do the same for births. Friends and family hunting for gorgeous gifts for mum and baby are spoiled for choice on Urbanmummy. It takes the time and effort out of finding an original gift that will be treasured for years to come – from personalised porcelain tableware to Limoges keepsake boxes which put the 'yummy' into mummy."

The website also offers a selection of personalised gifts for new parents. The Didouchka accessories range includes silver cufflinks with the engraving of the baby's portrait for new dads, engraved charm bracelets for new mums and the "draw me" key ring for proud parents wanting a lasting keepsake of their child's first drawing.

Other choice baby brands on the site include Lynda Fays hand painted nursery pictures, 7 Famille tableware and linen bibs, Canailles Creations picture frames and notice boards, and Keeka organic cotton bodysuits.

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Notes for editors

Urbanmummy was founded by working mother Mona Urbain. The London-based company supplies quality baby accessories through its website.

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**You can download high-res images from [www.picandmiximages.co.uk/urbanmummy](http://www.picandmiximages.co.uk/urbanmummy)**

