

BabyLux

ANNOUNCES THE BIRTH
OF SECOND LOCATION



I wanted to create a unique environment where mothers and grandmothers can be confident in their purchases



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► **FOR RESIDENTS AND TOURISTS OF SCOTTSDALE,** there is only one place to shop for the little ones in your life. Once you stumble upon this hidden gem tucked away in north Scottsdale, you will discover a treasure trove of adorable things.

BabyLux is an upscale baby and children's boutique that is a must-see during your travels to the Valley of the Sun. Carrying stylish apparel from infant to age 10, the store offers clothing that will ensure your child is always confident and comfortable.

Based on the growing demand for cuteness, BabyLux is happy to announce the birth of BabyLux 2.0 – a second location opening in February 2017 at The Shops at Gainey Village. The new store, located at 8787 North Scottsdale Road., Suite 106, Scottsdale, Arizona 85253, will expand the offerings to include the latest fashions for boys and girls up to age 10. This original concept offers luxurious brands at affordable price points and is the only place to shop for the little love of your life.

Founded in 2013 by Melissa Teegarden, who is a mother of three small children and has a background in marketing, BabyLux is a business for moms by moms, with the highest quality in mind and a commitment to customer service. From the moment you start your BabyLux experience, you will

have a baby brand expert to help you shop. Every customer will receive individual assistance in navigating the layout of the store and staff will provide an overview of each brand offered at the store. From when you enter, until you leave with your beautifully wrapped gift, your experience at BabyLux will be like no other shopping experience.

When asked what her inspiration was for starting the store she said, "I wanted to create a unique environment where Mothers and Grandmothers can be confident in their purchase. A place with original clothing that speaks for itself, clothing that when you dress your little one for that special occasion all other moms will be dying to know where you got it."

If you are expecting, BabyLux is the only shop that researches each and every brand they sell to determine the quality of manufacturing behind the name. From strollers and bedding to keepsakes and pacifiers, only the best will do! Having a new child is such a special time in any family's life and BabyLux wants to be a part of each and every special moment. Don't waste time shopping online for products that may not represent the quality portrayed in the photos, especially considering how delicate a baby's skin is. Find exceptional quality and incredible style at BabyLux.