

BabyBox.com Selected as Exclusive Online Retailer for Lulu DK Matouk Collection



Released on: August 5, 2008, 5:54 am

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Industry: [Retail](#)

Press Release Summary: Retailer of Baby Furniture Expands Offering to Include New Line of Luxury Baby Bedding

Press Release Body: (Darien, Conn.) August 4, 2008 – www.BabyBox.com, a luxury retailer of baby bedding, crib bedding, baby furniture and baby gifts, today announced the addition of **Lulu DK Matouk Crib Bedding Collection**. A collaboration between fabric designer **Lulu de Kwiatkowski** and fine linen maker **Matouk**, the collection features luxury linens and accessories for the nursery. **BabyBox.com** was selected as the exclusive online seller of the **Lulu DK Matouk Collection**, whose addition expands **BabyBox.com's** extensive selection of high-end infant bedding and gifts.

*"We are exceptionally proud to offer our customers the inimitable style and uncompromising quality of the **Lulu DK Matouk Baby Collection**," said **Katherine Type, founder of BabyBox.com**. "Having the distinction of being the exclusive Web-only seller of the highly vaunted line is an affirmation that **BabyBox.com** is the leading online source for luxury baby gifts, luxury baby linens and nursery furnishings."*

Designed by textile diva **Lulu de Kwiatkowski** and crafted by luxe manufacturer **Matouk**, the line includes everything from bumpers to quilts to pillow shams to high thread count basic fitted sheets. The collection boasts a new genre of charming and whimsical prints for the baby's room that maintain the same quality demanded in the master bedroom. Made of super-

soft Egyptian cotton, the stylish, simple crib collection comes in playful patterns that work in modern and traditional nurseries alike.



Each collection is custom made upon order and can be made in any style and/or fabric. Choose ruffled edges for baby girls or classic flanged or piped edges for boys. These sets can be custom designed to suit any taste, color and style. The whimsical patterns are meant to work together in endless combinations. Swatches are available upon request to feel and view the fabrics up close, before ordering.



For a limited time, **BabyBox.com** is offering free shipping and a complimentary boudoir pillow sham on all **Lulu DK Matouk Collections** (this offer excludes individual accessories purchased without bedding). Please enter coupon "freeshipbed" at checkout.



The Lulu DK Matouk Collection of crib bedding and baby accessories and baby gifts is a natural evolution in **BabyBox.com**'s growing list of upscale designers, such as Henry & Henrietta, Lulla Smith, Gordonsbury, Serena & Lily, Blauen, Sweet William, Lullaby and Baby B, among others.



About 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.

Web Site: <http://www.BabyBox.com>

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