

# Galleria

*Shops of Distinction*

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## **OH, BABY! DELIVERS!** **HOMEgrown CHILDREN'S RETAILER EXPANDS TO FLAGSHIP STORE WITHIN GALLERIA**

Minneapolis—Oh Baby!, a destination for quality, locally-designed children's clothing, furniture and accessories in Galleria, has expanded, redesigned and relocated to the Center's Crate & Barrel corridor.

The new 2,300-square foot location has four-times more showroom space, allowing Oh Baby! to give their customers everything they want. The new store also highlights the store's commitment to sustainability. Customers enter through a set of glass doors and are greeted with a beautiful, two-level live-edge wood table showcasing new arrivals and featured products. The floor in the entry is made from tiles; the rest of the store is floored in beautiful reclaimed wood, and display pieces are made from reused materials. A skylight in the center of the store lets in a flood of natural light.



“Handmade, quality design has always been our philosophy,” said Oh Baby! Owner Mary Lauer. “We have used environmentally healthy practices and materials since we started, and our customers know and appreciate that. We’re excited to be able to bring them even more.”

As guests move through the store, they’ll follow a great, winding ironwork sculpture through the store’s many colorful vignettes and display areas. Each vignette showcases a selection of Oh Baby’s customizable furniture, including cribs, beds, changing tables and child-sized chairs as well as popular color, trends, or clothing styles. The whimsical space features multicolored, fluffy tulle lanterns, playful trees made from wood and fabric, and movable display screens.

Clothing is displayed by size on hangers and folded on tables, so it’s easy to find everything for boys and girls in infant to toddler sizes. In addition to customer favorites like Petit Bateau, Catimini and Lili Gaufrette and the boutique’s signature line of locally-designed, hand-made outfits, Oh Baby! is also expanding its offerings to include such designer labels as Joe’s Jeans and Hudson’s denim for toddlers all the way up to size 12.

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For customers looking for inspiration, the store includes a design area complete with fabric samples and paint swatches. On-site designers are ready to lend their expertise to help create custom nurseries and children's rooms. Everything—from the paint on the walls to the mattress—is completely customizable. If you love the organic cotton bedding with pink flowers but your little girl's favorite color is purple, the designers are able to create custom linens with purple flowers.

The design area features furniture and custom bedding from Luxe Baby and Bella Notte as well as the locally designed and produced Oh Baby! line of bedding, which includes their newest version of “vintage modern with a retro vibe.” Several of the bedding lines and mattresses are organic and allergen-free, and most of the furniture is made to order in the U.S. Oh Baby's dedication to well-made, high-quality furniture creates beautiful, durable pieces that guests will want to have in their home and pass down to future generations.

### **About Galleria**

Galleria offers an exceptional selection of casual dining, unique local shops and favorite specialty stores wrapped within a sophisticated, relaxed atmosphere. Locally owned and managed by Gabbert & Beck, Inc., Galleria is located at 69th and France Avenue in Edina, Minnesota. For more information, visit [www.galleriaedina.com](http://www.galleriaedina.com).

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