

FOR IMMEDIATE RELEASE

Chic Babies Smell of Love

New York, NY – September 15, 2007 – Chic babies are all the rage today. From celebrity moms to the mother next door, everyone wants their little one to have the best of the best. Whether it's designer jeans, the latest baby carriage, or the hottest new accessory, they've got to have it! This is the new era of luxury accessories and fashions for babies and children.

And now, the hottest indulgence to hit the streets, is **Love, Chic Baby**, the most fabulous "must have" gift for all chic children and their moms. **Love, Chic Baby** is the first pair of luxurious, fresh scents created exclusively for little girls and boys, and for those who want to pamper them, thus creating the ultimate bonding experience between mother and child.

This labor of love was born after more than two years of research and development to nurture both a toddler's delicate skin and sensitive little nose. The line was conceived by Corey Gelman, founder of **Chic Doggie by Corey** (remember the dog Bruiser's designer jewelry from the Legally Blonde movies?).

Recently featured in WWD (Women's Wear Daily) and 2007 winner of the Best New Product Award at the famous New York International Gift Fair (NYIGF) at the Javits Center for Best Packaging, **Love, Chic Baby** is already a favorite of such famous mommies as Madonna, Gwyneth Paltrow, Kate Moss, Rachel Weisz, Angelina Jolie, and Gwen Stefani. **Love, Chic Baby** is the ultimate in luxury and style and it is the perfect, sophisticated scent for girls and boys from 6 months to tweens (12 years old). And for the mommy on-the-go, these delicate fragrances will keep both mother and child smelling and feeling fresh all day long. **Love, Chic Baby** is the perfect gift for mothers, mothers-to-be, teens, tweens, and babies.

With a special delicate, floral scent just for little girls and a fresh, clean scent for rugged little boys, we are currently selling **Love, Chic Baby** in the perfume, children/baby, and gift sections of high end boutiques, websites, and department stores, such as Scoop NYC and Amazon. We will be selling our products in Sephora and Holt Renfrew starting in January 2008.

Pamper your baby with **Love, Chic Baby** – just add love! For additional information on **Love, Chic Baby**, please contact Corey Gelman at 212-371-LOVE (5683) or at info@lovechicbaby.com or visit www.lovechicbaby.com.

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