



## **Baby Gifting with Style and Practicality Finally Hits the Internet**

*Online baby gift boutique re-launches web site and introduces a high-end offering of baby gift baskets.*

Brooklyn, NY, March 30, 2006 --(PR.com)-- For the first time in the world-wide web marketplace, a stylish new concept in the celebration of life has been born.

Puddin' n' Pie, an online baby boutique, has recently launched their web site for national exposure. "It is the first baby gift boutique of its kind", says Jessica Wilkins, owner and creator. "And the reception from the public has been overwhelmingly positive."

Puddin' n' Pie's [upscale baby gift baskets](#) have really struck a chord with both gift givers and recipients. "We felt that with all the excitement that goes on around the birth of a baby, it was time to complement that with an equally exciting gifting experience," says Wilkins. "We wanted to introduce a high-end online baby boutique that focused specifically on baby gift baskets. Too often baby gift baskets are overly expensive or impractical. We have managed to combine style, practicality, and charm in our baskets while keeping costs competitive and delivering a better product to the Consumer."

Puddin' strayed from the typical baby gift basket model of packaging unrelated items together and instead developed their own model by focusing on the core baby necessities new parents often need but usually overlook. Their Baby Essentials Basket line includes toiletries, layettes, bathing products, and toys, just to name a few. All baskets feature top name brands, and unlike most competitors, are not commercially manufactured. "Since each one of our gifts are hand packaged and made to order, there is an intimacy and warmth that goes into assembling each gift," says Wilkins.

You can visit their online baby boutique at [www.puddin-n-pie.com](http://www.puddin-n-pie.com), or call them toll-free at 1.866.my.puddin.

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