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This stuff is hot for tots

By César G. Soriano, USA TODAY

Hollywood is experiencing another celebrity baby boom.



This "Lifting Baby" onesie offers instructions for picking up celebrity offspring.

WryBaby.com

Britney Spears, Jennifer Garner and Heidi Klum are proudly displaying their "bumps." Tina Fey, Christy Turlington and *Punky Brewster's* Soleil Moon Frye also are expecting. Celebrity watchers cannot get enough.

"When you have this bumper crop of young, beautiful celebrity moms, that certainly trickles down to affect what everyday moms are buying in the store," says Christina Vercelletto, *Babytalk* magazine's products editor.

So what to get the mom who has everything? USA TODAY takes a look at this season's hottest baby gear.

Hot ride

Stokke Xplory

www.stokkeusa.com

Retail price: \$749

Courtney Cox has been seen pushing baby Coco in an Xplory stroller from Swedish company Stokke. "It's a really funky design that keeps baby up and away from car exhaust, dogs and stuff like that," Vercelletto says.

The chair can also adjust in different positions so baby can look up to Mom or face the world head-on.

Hot carrier

BabyBjörn Original and Active Carriers

www.babybjorn.com

Retail price: Original Carrier, \$79.95; Active Carrier, \$119.95

When the first photos of Angelina Jolie's new daughter, Zahara, emerged last week, the 6-month-old tot was comfortably napping in a BabyBjörn carrier strapped to Jolie's chest. Liv Tyler, Kate Hudson, Coldplay frontman Chris Martin, Paul McCartney and Stella McCartney have carried their kids in BabyBjörn products, says a company spokeswoman. Another new carrier taking off is the Body Glove Baby Carrier (\$50) made of neoprene so you can use it even while swimming.

Hot baby wear

Novelty T-shirts

Multiple retailers

Retail price: \$17-\$24

San Francisco-based Wry Baby sells witty T-shirts and onesies. David Letterman bought the "I Might Barf" T-shirt for son Harry. Sam Mendes and Kate Winslet are big fans of the "Baby Care Instruction" line, says Dave Sopp, who founded the company with his wife, Kelly, after the birth of son Atticus, now 5.

"We took all the stuff that drives you nuts when you're a new parent and turned it on its head because if you're not laughing, you're going to make yourself crazy," Sopp says. Other companies selling funny tees include Little Show Offs ("It's All About the Blankey") and Uncommonly Cute, which just launched a line with such phrases as "Elmo is my homeboy" for boys and "Future Mrs. Pitt" for girls.

Hot mama wear

Novelty T-shirts
Multiple retailers
Retail price: \$24-\$46

Britney Spears launched a sensation after showed up to the July premiere of Charlie and the Chocolate Factory wearing a custom, purple tank top that read "I have the Golden Ticket" with an arrow pointing to her belly. Knock-offs of her shirt can be found everywhere now. But slogan shirts are still hot for moms. Due and Sprout (dueandsprout.com) shirts include "Ask, then touch" and "Yes, I'm Pregnant." Due ([Due Maternity.com](http://DueMaternity.com)) gets right to the point with their "Knocked Up" shirts. Spears wore the company's "Goddess with a Bump" T-shirt while Kate Hudson went for the "Lovin' My Buddha Belly" tank top.

Hot shower gift

Sushi Style accessories
pinkconfection.com
Retail price: \$9.95-\$54.95

Because pregnant women should not eat raw fish, Pink Confection's Rachel Goldberger is giving sushi-loving pregnant celebs their fix with Sushi Style — baby accessories packaged to look like actual take-out sushi trays. The line includes "Sushi & Socky" (three pairs of socks), "Washimi" (two washcloths), Wasabib (a bib) and Cappa-Maki (three caps). Chynna Phillips and Elizabeth Hasselbeck are fans. "People have really responded because sushi is such a big deal here," says the San Diego-based Goldberger.

Hot baby boutique

Kitson

ShopKitson.com


Los Angeles boutique Kitson is already known for being a magnet for hot female celebs, and its shoppers are getting younger every day. It recently opened a shop across the street dedicated to kids. Among the more unusual baby offerings:

Juicy Couture terry pink hoodie (\$90), Shih personalized diaper bags (\$148 and up), a Kitson cashmere teddy bear (\$145), Hollywood Stars bibs and onesies with familiar-sounding names such as Drool Barrymore and Brad Spitt (\$18-\$26). Jessica Simpson has been spotted shopping there for friends. "If Kitson picks up your line, you've made it because a celebrity will buy it," says celebrity baby trend expert Rachel Florio. (Related story: [Kitson offers chic sans the snobbery](#))

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