**For Immediate Release**

**Etsy’s Top Children’s Wall Decal Seller Launches SimpleShapes.com, home to boutique children’s furniture and room accessories**

**Fairview, NJ, August 9, 2012-** The owners of the top children’s wall decal store on Etsy.com have launched a new web site, SimpleShapes.com. The site features a complete selection of wall decals and hand-selected, boutique-brand children’s furniture and accessories.

In 2009, Sunho Choi and Kelly Kim launched their shop on Etsy.com and quickly became the top children’s wall decal seller with more than 12,000 sales to date. Thanks to their degrees in Architecture and Graphic Design, the husband and wife team behind SimpleShapes.com soon became known for all things stylish and whimsical.

Expecting mothers, their primary customers, began asking for design advice on additional items for their children’s rooms, like furniture. “It was then that we decided to select a few boutique brands of children’s furniture and room accessories to carry on our web site,” says Sunho. “We couldn’t be more thrilled to offer our customers additional boutique items, like Oeuf and Argington nursery furniture and Oilo bedding and accessories.”

For expecting mothers, SimpleShapes.com has plenty of wall decals for nurseries. With ease, mothers can adjust styles for their next baby or transition a nursery into a toddler’s room, thanks to their simple removal process. “The wall decals have proven to be very popular among expecting mothers, looking for nursery decorating ideas,” says Sunho.

The couple, who runs SimplesShapes.com from their office in Fairview, NJ started the business when they were home renters, surrounded by blank, boring walls. “We believe that just because you rent doesn’t mean that you should have to live with someone else’s style,” says Sunho. Knowing common apartment rules and leases, the couple devised a product line that would allow for customization of apartments without breaking the rules.

Simple Shapes location in New Jersey includes a design studio, manufacturing facility, and a showroom, where they test the wall decals and take photos of the products for their web site.

SimpleShapes.com features instructional videos to assist newcomers in applying their new wall decals. They also have a blog, [Facebook page](http://www.facebook.com/simpleshapes), and [Twitter account](http://www.twitter.com/simpleshapes) that features the latest news from Simple Shapes such as design ideas and contests.

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*About Simple Shapes*

*At Simple Shapes, we bring you the latest in interior design trends from wall decals to home and office furnishings. All of our products are hand selected by our team of Interior Designers and Architects. Our mission is to inspire the designer within you!*

*To schedule an interview, please contact Jill Nadorlik at* [*jnadorlik@gmail.com*](mailto:jnadorlik@gmail.com) *or 814-341-6227.*