

FOR IMMEDIATE RELEASE



## PROJECT NURSERY INTRODUCES NEW SHOP FOR ITS LOYAL FOLLOWING

*ProjectNursery.com launches a boutique online shopping experience for the 5 million parents and moms-to-be reading its blog.*

**San Francisco, CA** -- (September 3, 2014) Project Nursery announced today the launch of its e-commerce shop for baby nursery décor and gifts. The shop's mission is to offer carefully curated products and exclusive collaborations with brands that meet Project Nursery's discerning taste in an effort to elevate nursery design. Simply put, [The Project Nursery Shop](#) offers parents access to incredible products that guarantee a well-designed nursery.

Mindful of the fact that new parents are often overwhelmed by the children's market, Project Nursery purposefully selects the best items in each category to reflect what is trending in nursery design. Project Nursery plans to strategically update its products, all while continuing to offer a small assortment of timeless products that are hand crafted and of high quality.

### **A Trusted Resource Amongst Its Readers**

ProjectNursery.com is already a trusted source for its millions of readers who are in search of children's design inspiration. Co-Founders, Melisa Fluhr and Pam Ginocchio have been fielding the same questions year after year: Who makes that bedding? What color is that? Where can I find that rug? "*The answer is easy,*" said Fluhr. "*Our active community has been our main source of inspiration over the last 6+ years. As our audience and traffic continues to flourish, it's important that we listen to our readers. This means providing access to the most coveted décor items found in our Project Gallery pages via The Project Nursery Shop.*" The new shop offers a wide selection of products such as paint, furniture, bedding, room decor, party decor and gifts for both mom and baby.

### **Collaborations with Top Baby Brands and Artisans**

Project Nursery is able to offer truly unique products through partnerships with artisans and manufacturers. "*With the success of our blog we've been fortunate to develop relationships with the best brands in the business, and it's an honor to be working together to offer one-of-a-kind products that we know our customers will absolutely love,*" said Ginocchio. Early partnerships include a [zero-VOC paint line](#) by Lullaby Paints, [baby bedding](#) by Carousel Designs, [wall decals](#) by The Lovely Wall Company, [monthly baby belly stickers](#) by Lucy Darling and [furniture](#) by Newport Cottages.

### **About Project Nursery**

Project Nursery is the definitive authority and inspirational resource for baby's first room and beyond, offering an engaging and informative platform to solve the universal challenges of nursery design. Project Nursery's Blog is updated daily to deliver up-to-the-minute nursery design trends, inspiration and news for a global audience. Its Project Gallery draws nearly 20,000 visitors a day to view the largest online catalog of baby rooms and children's parties with over 80,000 community-generated photos. After years of providing design advice to readers, acquiring editorial credits in top publications and listening to what their readers wanted, the two founders knew it was time to create **The Project Nursery Shop**, [www.shop.projectnursery.com](http://www.shop.projectnursery.com).

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