



Aldea Home and Baby Stores Merging under one Roof

One-Stop-Shop for Home Decor, Gifts, Nursery Furniture and Registry Items to be called *Aldea Home + Baby*

San Francisco, CA – Aldea Home + Baby believes raising a family should be compatible with a fun and chic lifestyle. Starting a family does not mean having to turn your back on design and good living. To that end we are reuniting our home and baby stores under one roof to better serve our customers with a one stop shop experience. **We will focus on curating the best nursery products in the context of a well designed home.** We will continue to offer inspiring home, spa and garden accessories. We want every part of your home to be designed with care and filled with love.

Our 890 Valencia Street space is being redesigned top-to-bottom to integrate practical baby product with stylish home furnishings and accessories. Aldea Niños at 1017 Valencia will offer discounted merchandise in the month of September and will close on October 1, 2015. **Aldea Home + Baby will relaunch at 890 Valencia Street on October 16th with a special event to celebrate ten years of small business entrepreneurship.** The Valencia Corridor has changed immensely since 2005, and we have grown and adapted along with it. We have been successful by continually rotating innovative products and connecting with our customers needs. We welcome you to come and see the transformation in progress as we install a new mural, a fanciful playspace and 2500 sq. ft. of new nursery showrooms. We will also begin rolling out our Holiday displays and gift lists.

Aldea Home + Baby offers a curated selection of home furnishings, gifts and nursery items for a modern and unique home. We specialize in high-quality, eco-friendly furniture and designer accents that are practical and inspiring. We offer personal registry support and design services for an end-to-end customer experience. Our mission is to provide an inviting experience that inspires design within your own home and life. From nurseries to bedrooms, from spa goods to barware and lighting, you will find the highest quality of modern and organic pieces at accessible prices.

For more information, please contact Johanna Bialkin at 415 821-9099 or johanna@aldeahome.com.



Aldea Home + Baby Fact Sheet

Business Address + Phone

890 Valencia Street (between 19th and 20th Streets)

San Francisco, CA 94110

P: 415.865.9807 Toll Free: (866) 402-5332 F: 415-865-9841

info@aldeahome.com www.aldeahome.com www.aldeababy.com

Social Media

@aldeahome and @aldeababy on Instagram, Facebook and Twitter

@aldeahome on Pinterest and Houzz

Hours

Monday – Saturday 10AM-7PM, Sunday 10AM-6PM

History

The first Aldea Home store opened in 2005 on 17th Street in San Francisco by owner Johanna Bialkin. In 2010 a separate baby store (Aldea Niños) was launched on Valencia Street. In 2011, the home store moved to its current location at 890 Valencia Street. In August 2015 the home and baby stores will be integrated into one store at this address. The new Aldea Home + Baby store will offer a full range of home and nursery products at 890 Valencia Street. Aldea Niños will offer discounted items in September and close on October 1, 2015. Aldea Home + Baby continues to be independent and locally owned.

Mission Statement

Aldea Home + Baby is “Inspiration for Every Room.” We specialize in well-designed, eco-friendly products for the home. Our creatively installed rooms feature furniture, bedding, accents, gifts and everything you need for a new baby or growing toddler. Adults will also find an ever-rotating collection of housewares, spa goods and thoughtful gift items to inspire their lives. We believe the modern family deserves stylish and practical solutions for every room in the home.

Product Range

Home and Nursery Furniture, Bedding, Baby Gear, Toys, Bath and Spa Goods, Unique Jewelry, Lighting, Rugs, Tableware, Stationary and Cards, Books, Gifts and Seasonal Holiday Items.

Editorial Coverage

Aldea Home + Baby has been featured in Lucky, Vogue, Vanity Fair, Better Homes and Gardens, California Home + Design, Daily Candy, Flavorpill, ToDo, Mission Local, San Francisco Chronicle, Asterisk, Sunset Magazine, Where Magazine, Paper City, 7x7 and Elle Decor.



Featured Brands

AHeirloom
American Design Club
Areaware
Bla Bla
Cafe Du Monde
Caldrea
Canvas Home
Cavalinni
Chilewich
Cody Foster
Coyuchi
Dash & Albert
Donna Wilson
Fermob
Four Hands
Good Candle
Imm Living
Jonathan Adler
Justin Godar Design
Kobo Candles
Monte Design
Newport Cottage
Notify
Oeuf
Rebel
Roost
SoLA
Spitfire Girl
Spot on Square
Sr Madam
Stokke
Studio Metropolitan
Swell
Ten Thousand Waves
Teroforma
Thomas Paul
Toyko Milk
Voluspa
W & P Design
Wild & Wolf
Woodchart