



Easy-Does-It Birthday Presents

Gift Hero Opens at Citibabes Soho



Ten birthday parties, a baby shower, and the upcoming holidays are threatening to leave you in the present-buying weeds.

Have no fear, Gift Hero is here. The online gift-buying site just opened its first retail location inside Citibabes Soho. Carrying a carefully edited selection of gifts for children ages newborn to 6 years, the shop is arranged by age and stage for a painless and, dare we say it, pleasurable shopping experience.

You'll find playthings from the likes of Apple Park, EeBoo, Zolo, and The Piggy Story, picked by the mom/co-founders of Gift Hero, Lisa Fielding and Stefanie Katz Rothman, with input from Citibabes's expert teachers.

All purchases are bundled in Gift Hero's ecofriendly, festive blue drawstring bags — leaving you looking like you've got this all wrapped up.

Gift Hero at Citibabes, 52 Mercer Street, between Grand and Broome Streets, third floor (212-334-5440 or gifthero.com), \$10-\$60.

This Week in **new york**

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