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Gift Hero opens at Soho's Citibabes club

Posted in [Shopping & Services](#) by [Lee Magill](#) on September 21st, 2010 at 12:00 pm



Recognizing that ordering toys online isn't always the easiest solution to birthday gift conundrums (especially when you get a last-minute invite), [Gift Hero](#), previously [just a website](#), has opened up its first physical boutique, inside the members-only Soho play spot [Citibabes](#). (Happily the store's open to the public so you don't need to join to check it out.) Sharing space with the existing Citibabes shop, Gift Hero offers a wide selection of toys from brands like [Zolo](#) and [Automoblox](#) for kids ages two to six. The owners have also added

a range of baby gifts to broaden its appeal. *52 Mercer St between Broome and Grand Sts, third floor (800-691-0107, [gifthero.com](#)).*

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