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BABY BOOM: AIKO GIFTS EXPLODES ON THE SCENE Chic, Modern, Organic Children's Store Opens in Redondo Beach, California

(Los Angeles, CA) **Aiko Gifts** (eye-koh) children's store is a one-stop boutique for chic, modern, and environmentally conscious parents located mere miles from the beach in Redondo Beach, California. Design savvy and eco-friendly brands are exclusively featured at the store. Owner Rosa Rodriguez explains why she chose the name "Aiko" for the boutique, "Aiko is a Japanese word that means little loved one, beloved child or child of love which I think captures how every parent feels about their baby." The store will open Friday, January 7, 2011.



Brands carried in the store were specifically chosen by Rodriguez based on innovation, modern appeal or environmental impact. **Featured brands at the store include: Aden and Anais, Angel Dear, Beaba, liliéBaby, Boon, Inc., Dandelion, mOmma, growing up green, Green to grow, Gund, Hoppop, KnucleHeads, Maxi-Cosi, Micralite, mimijumi, Petit Lem, Puj, Quinny, Sirch, Skip-Hop, Svan, Wedding Olala, and Zoe B Organics.** A portion of proceeds from specific brands will benefit St. Jude's Children's Research Hospital, Breast Cancer Research, and Plant a Tree Foundation.



Rodriguez worked as a drafter for over seven years when she decided to quit her job to pursue her passion, "I love modern design. What I love most about modern baby products is that parents don't have to run and put them away when guests stop by because they double as great conversation pieces." The store interior was designed by Carlos Frias.

Aiko Gifts is located at 2009 Artesia Blvd., Ste. A, Redondo Beach, CA 90278; Telephone 424.206.3263; E-mail, aikogifts@gmail.com;

www.AikoGifts.com. Store hours are from 8:00 a.m. – 6:00 pm Sunday through Saturday. Aiko Gifts is also on Facebook and Twitter. For media inquiries please contact April Rushing at Rushing Media 818-253-5385 or by e-mail April@RushingMedia.com.

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