

## The Little Lavender Tree

The Little Lavender Tree, bringing you gorgeous goods for lovely littlies.

Who wants homogenised children? Little grown-ups marching around in commercialised clothes, sleeping in big-branded bedrooms and playing with the same, tired toys as every other child in the street? So much for originality! Life is full of diversity and wonder, so it seems such a waste to stick to the little that we know. Born from a desire to discover the 'different', The Little Lavender Tree is here to deliver affordable luxury for families.

Launched in November 2012 and inspired by one mum's search for stylish, original and functional goods for the smaller members of the family, The Little Lavender Tree is an online boutique bringing together the best children's collections from around the world. From clothing and toys to soft furnishings and accessories, there's not a high street label to be found!

Mother of three, and the driving force behind the project, Erika Augusti found the search for high quality, affordable goods that didn't make clones of her children to be something of a challenge; 'Being Italian, I believe that children's products should be stylish, of the highest quality and simply beautiful, but I've been struggling for years to find things that were a bit different and understated. With The Little Lavender Tree we have sourced gorgeous products from the UK and abroad, always focussing on quality, originality and functionality... Our mission is to make life easy for our customers, making the whole shopping experience quick and pleasurable.'

With that mission in mind, Erika set about sourcing the kind of products that she would want her own children to have. The range is vibrant and eclectic with offerings from classic favourites and quality names such as Merino Kids, Organics for Kids and Inch Blue, as well as some brands that are new to the UK, but all have been carefully considered. Whether nightwear, wall stickers or personalised presents, everything sold under The Little Lavender Tree label meets Erika's exacting standards.

With the perfect products found, the next step was to simplify the gift-finding process for family and friends waiting to welcome a new arrival – cue the creation of The Little Lavender Tree's signature line; Baby Hampers. Brimful of specially selected goodies, from organic cotton sleep suits and snugly soft toys, to relaxing bath oils for mums in much need of pampering, each box has been hand-picked to deliver the very best in maternity gifting. From fresh and funky to calming and classic, with a neutral selection available for those who don't yet know baby's gender and delightful duo boxes for twins, a hamper from The Little Lavender Tree is sure to put a smile on any new mum's face. Eminently affordable, with Baby Hamper prices starting at £33.99, there couldn't be a simpler way for godparents, grandparents and colleagues to find the perfect present.

The Little Lavender Tree is not all about babies however; as well as gorgeous gifts for mums and bubs, the catalogue offers some of the coolest kid's clothes on the market, catering for boys and girls up to the age of 12, and the collection is growing every day. Looking for a personalised Skater Dress, or Gangnam Style Hoody? The Little Lavender Tree can help.

Erika Augusti believes that shopping should be stress-free and fun, especially when buying for children. Being a smaller company, The Little Lavender Tree is able to provide a personalised service; keen to answer customer questions, providing guidance where needed, gift-wrapping all purchases

and offering the direct posting of gifts. With a choice of goods that you won't find anywhere else, The Little Lavender Tree is a baby boutique like no other.