

DOUBLE BAY

PARTNERSHIP

Double Bay Partnership Inc
PO Box 231
Double Bay 2028

A.B.N. 58 435 185 885

Jo Kelly
General Manager
tel: 0404 868602
email: jo@ppandp.com.au

MEDIA RELEASE

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In with the cool crowd: why under-10s love Double Bay

Two new stores celebrate Double Bay's youngest clientele

For many years the heart of the east's sophisticated social scene, Double Bay is now attracting a new crowd: the under-10s.

Two new clothing stores have joined the ranks of Double Bay retailers catering for the younger set: Bel Bambini, at 1 Transvaal Avenue, and the iconic The Kids Room, which has relocated from its former Paddington home to 9 Bay Street

"Double Bay has become such a great place to shop for children in recent years," said The Kids Room proprietor, Helen Elser, explaining why she made the move after 25 years. "Our new premises are large enough for us to have a dedicated shoe room, and the parking is so much easier than in Paddington."

The increasing numbers of young families seen in the streets of Double Bay can perhaps partly be attributed to the boom in births linked to the baby bonus, and partly to the increasing number of family-friendly facilities in the area.

The local mothers' group, held at the Village Church in Transvaal Avenue, has been a huge success with both mothers and fathers, while Double Bay village has also become one of Sydney's best areas to take children shopping.

"Double Bay has an unrivalled collection of stores catering for all kids' needs, from clothing to toys and party needs," said Jo Kelly of the Double Bay partnership.

Key children's retailers include:

- Adrienne and the Misses Bonney, which has been in operation for over 100 years;
- As If By Magic, the one of a kind magical fairy store;
- Fashion retailers such as Bay Bee Cino, Bay Kids, Birthdaze and Double Bay Clothing Warehouse;
- Boutique toy stores where you can find one-of-a-kind gifts, including Kidstuff, Circus Bizircus and Rainbow Puppen; and
- Specialist retailers selling everything from books to party supplies, including Oscar and Friends, Papier D'Amour and Pret-A-Party.

For more information visit www.doublebayonline.com/shop.

For media enquiries, contact Jo Kelly 0404 868 602.