

DiDi's CHILDRENS BOUTIQUE

For Immediate Release:

Didi's Opens Unique Toy Store on Madison Avenue in New York

“Play is a child's work”

Come rediscover the child within you.

New York – December 15, 2003 – Didi's opened unique children's store on Madison Avenue in New York City. This elegant boutique brings innovativeness and youthful inspiration to the Upper East Side. The storeowner, Diana Rudman worked closely with architect Mark Rosenbaum to create this unique space. Simple and clean, the contemporary interior reflects a modern sense of aesthetics that allows a relaxing shopping environment for parents.

Didi's owner, Diana Rudman dislikes elaborate toys that discourage creativity and discovery. Less is more. Mrs. Rudman remarks, “As a mother, I've observed that children learn from their play activities, as well as their environment. In play, children not only explore and discover but they bring their originality and imagination to bear, developing the creative self which is truly unfolding from within”. Soft plush animals, colorful fabric puppets and pop up books are displayed within a child's reach. Wooden fruits and vegetables along with miniature sets of pots and pans are displayed in a separate area and encourage imaginative cooking ideas.

Didi's specializes in many hard to find international toys. Toys that allow children more freedom to experience and the chance to learn at their own pace at the time of their most rapid intellectual development. One of Mrs. Rudman's favorites, are the Frederick Froebel's building blocks. They are elegantly simple, but allow for a profoundly deep exploration of spatial reasoning, analytical thinking and creative design. While they were intended for children, adults also enjoy them. The Froebel blocks, along with the many other inventive creations and books you can find at Didi's, provides a magical wonderland that is sure to bring a smile to the face of every child regardless of their age.

In keeping with the unique concept of the store, Didi's also carries luxurious, clothing in cashmere and other fine materials. A wonderful selection of exquisite clothing, blankets and accessories for newborns provide ideal gifts for expectant mothers.

Located at 1196 Madison Avenue, between 87th and 88th Streets, the store is conveniently situated in a residential area near several schools. Personal shopping, free local delivery and professional service are just some of the things that make it a parent's dream. Call 212 860 4001 for special shopping hours and information.

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