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Popular Baby Clothes and Children's Clothes Online Retailer Implements Amazon Marketplace
Sandbox Couture Expands Distribution Channels and Widens Product Offering

/24-7PressRelease/ - RANCHO SANTA MARGARITA, CA, November 10, 2007 - Sandbox Couture, a popular online children's boutique retailer of designer [baby clothes](#) and [designer children's clothing](#) today announced that their complete inventory of designer clothing and accessories can be purchased through the Amazon Marketplace.

Sandbox Couture's Amazon integration began in July with an initial launch on September 12, 2007. The Sandbox Couture storefront within the Amazon Marketplace contains over 800 items. The storefront represents a comprehensive offering including over 50 upscale boutique brands and alternative sports clothing lines for boys and girls ages zero to seven years old. Both the Sandbox Couture storefront and individual product listings, feature boutique offerings such as Flowers by Zoe, Biscotti, Mad Sky, Baby Nay, Lipstik and Kaiya Eve, as well as alternative sports brands including Quicksilver, Roxy, Small Paul by Paul Frank Industries and No Fear. Over the next few months, Sandbox Couture will continue to optimize and refine the search criteria, better leveraging their exposure across the Amazon Marketplace.

"The Amazon Marketplace integration is just one aspect of the company's overall expansion strategy," stated Sam Brown, spokesperson for Sandbox Couture. Over the past year, Sandbox Couture has expanded their product lines and secured new supplier relationships, thereby widening their product categories to include children's accessories and action sports apparel. "The company has also expanded their shipping capabilities to include Canada, with additional geographies targeted for implementation in 2008," Brown concluded.

SandboxCouture.com, which has been selling baby clothes and designer children's clothes since 2005, has grown from a one-tier online retailer, to a fully integrated, multi-channel ecommerce merchant. Implementing the Amazon Marketplace into the mix of distribution channels offered by Sandbox Couture, differentiates the online boutique from the smaller mom and pop style websites. They continue to add new levels of key product categories and expand the core offerings to a wider audience. Developing the Sandbox Couture storefront on Amazon increases the brand awareness for Sandbox Couture and provides the ability to leverage higher levels of inventory for top brands in baby clothes and designer children's clothes.

About Sandbox Couture

Sandbox Couture is an online children's boutique retailer, providing designer baby clothes, designer children's clothing and unique accessories for babies and children. The company takes pride in hand selecting products from top designers, thereby ensuring quality and contemporary style. Sandbox Couture's philanthropic contributions and socially conscious business practices are at the forefront of the company's ideals and corporate culture. Founded in 2005, Sandbox Couture is privately held and headquartered in Rancho Santa Margarita, CA. For information about Sandbox Couture, please visit the company's web site at <http://www.SandboxCouture.com>

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