



## Babies“R”Us® Union Square

### Fact Sheet

Since opening in October 2005, Babies“R”Us® Union Square has become *the* destination for new and expectant parents, city residents looking for the perfect baby gift and visitors to the Big Apple seeking everything they need for little ones. Located adjacent to New York City’s historic Union Square Park, the Babies“R”Us flagship store features a broad assortment of baby products, including unique items tailored specifically for New Yorkers and their tiniest tots. From everyday basics and trendy must-haves, to noteworthy services and amenities and the baby registry of choice for more than 11 million moms and dads-to-be, Babies“R”Us Union Square offers an exceptional shopping experience.

### Departments, Feature Shops and Services

- **Tiny Fashions** – Preemies through children size 48 months can dress to impress in stylish yet functional layette and playwear. Trendy apparel such as shirts, pants, dresses, coveralls and shoes from *Hooray! by Cynthia Rowley*, the *Amy Coe Collection*, *Koala Baby*® and *Miniwear*® are available exclusively at Babies“R”Us. Little New Yorkers can also find clothing from Gerber® and Carter’s®, as well as unique licensed attire including classic rocker tees for infants and toddlers featuring logos of Run DMC, Aerosmith, Blondie, Mötley Crüe, KISS, The Who and Madonna. Dedicated boutiques feature brands such as Hatley®, LittleMissMatched™ and Bunnies by the Bay®.
- **Baby Gear** – A wide assortment of high chairs, play yards, swings, bouncers/rockers, bassinets, exersaucers and car seats from brands including Graco®, Chicco®, Evenflo® and Fisher-Price® offer parents abundant choices for their little ones. Perfect for tight city living, grow-with-me gear, including an all-in-one high chair and convertible exersaucer, increases the value and decreases the number of products parents need to keep in their apartments.
- **Nursery Necessities** – Six nursery vignettes help parents envision their little one’s room, complete with furniture, bedding and room décor, storage solutions and seating options such as recliners and gliders. In addition to regular size cribs, mini cribs for smaller urban spaces are available from Sorelle Furniture, Stokke® and Delta™.
- **“R” Safety Shop** – To help parents create a safe environment for their little ones, the store features a vast array of safety items, as well as a room-by-room guide to baby-proofing the home. Signage featuring a “Trust Us for Safety” seal with the company’s iconic backwards “R” logo makes it easy to locate the wide assortment of safety merchandise.
- **“R” Market**® – For mealtime, bath time, diaper changes and keeping the home clean for curious babies, this shop features an extensive assortment of consumables and commodities. Organic and eco-friendly offerings are also available.
- **THE Toy Authority** – A unique selection of the hottest playthings are available for children, from birth and up, to stimulate learning and provide entertainment. In addition to well known toy brands like Fisher-Price®, LEGO®, Thomas and Friends™ and Crayola®, the store features dedicated boutique shops that highlight merchandise from Melissa & Doug®, Steiff™ and Beeposh.

- **Take a Stroll** – From travel systems and joggers to lightweights and umbrellas, there are strollers for every excursion from brands such as Graco®, Baby Trend® and Combi® USA. One-of-a-kind branded boutiques showcase strollers from Peg Perego, Bugaboo, Stokke®, Phil & Teds®, Maclaren, Quinny® and Maxi Cosi®, allowing New York City parents the convenience of searching by manufacturer to find the perfect vehicle for transporting one or multiple children. Assorted accessories are also available, including rain shields, strap covers and bag or cup holders.

## Special Services

- **On-site stroller specialists** can provide valuable product information, answer questions and give product demonstrations to help parents select the right one to fit their city-living needs. A **stroller assembly service** is also available for a small fee to allow shoppers to stroll out of the store with a new set of wheels the same day!
- **The Baby Registry at Babies“R”Us** is the registry of choice for millions of moms and dads-to-be across the country. To help expectant parents in New York City create their registry and ensure they have everything they need for their new arrival, a **Personal Registry Advisor** is available by appointment to provide a guided tour of the store, answer questions and make sure that must-have essentials aren’t forgotten.
- The **Mother’s Room**, located on Level Two, provides moms with a serene and comfortable environment, complete with seating, changing tables and electrical outlets, to sit, relax and tend to baby’s needs.
- The **Get It Now!, Get It Fast! and Get It Special Order!** program offers parents three easy ways to get their nursery furniture – in-stock to take home today (Get It Now!), available for pickup in 7 – 14 days (Get It Fast!) or customized within 12 weeks (Get It Special Order!).
- **Same Day Home Delivery** to the five New York City boroughs, Nassau, Suffolk and Westchester counties in New York, and Northern New Jersey makes it easy to get items home
- **Personal Shoppers** – Can’t find that perfect baby gift? Sit back, relax and let the professional shoppers work their magic. Your wish is their command.
- **Gift-Wrapping** – Complimentary gift wrap is available

## Babies“R”Us Union Square

24-30 Union Square East

New York, NY 10003

(212) 798-9905

## Store Hours\*:

Monday through Friday: 9:30am to 9:30pm

Saturday: 9am to 10pm

Sunday: 10am to 7pm

\*Please note store hours are subject to change on a seasonal basis.  
Please call the store directly to confirm hours.