

# Send New Parents Some Smelly Socks

FANCY SENDING a gift that new parents will remember? How about a bunch of smelly socks? Babycupcakes, an internet based baby gift service, introduced fragrance to its range about 12 months ago. A year later, the Scent with Love product range is one of the firm's most popular. It looks and smells like a bouquet of flowers but is actually made from



carefully rolled cotton baby socks and other newborn essentials. As the winners of the award for most innovative new product or service at the Gift Awards 2006, the team at Babycupcakes thinks "outside the square" in terms of baby gifts.

"We have always aimed for both beauty and functionality in our gifts," Babycupcakes senior gift stylist Gen Webb says.

"Our gifts are given as a practical alternative to fresh flowers.

"They don't wilt and they look gorgeous.

"Now they even smell true to life."

Babycupcakes joined forces with aromatherapy experts to create a unique fragrance for the Scent with Love product range. The result, a subtle yet distinctive perfume, creates feelings of calm, relaxation and well being in both postnatal women and newborn infants.

"Modern gift givers want to give something unique, that is well received and which creates a total 'experience' for the recipient,"

Gen says.

"The Scent with Love range bathes its recipients senses visually, emotionally and aromatically.

"We think we have hit the mark."

• Babycupcakes products can be bought online. A Scent with love bouquet costs \$58 including Australia-wide delivery.

[www.babycupcakes.com](http://www.babycupcakes.com) or  
ph 1300 85 1309

