

FELIX  
&  
LILYS

## BABY BOUTIQUE

3 Camden Passage, London N1 8EA  
020 7424 5423 [www.felixandlilys.com](http://www.felixandlilys.com)



A fabulous Baby Boutique offering the essentials, exclusive and luxury products for babies, toddlers and mother-to-be is nestled in N1's well-known Camden Passage.

Felix and Lilys is a practical yet original boutique in the heart of trendy Islington; yummy mummy territory.

In fact, the creators behind Felix & Lilys are two "yummy mummies" in their own right. Ex girl band member Vonda Norman and model agent Emma Brown are not only yummy, they are incredibly knowledgeable and friendly too. And they have created the kind of atmosphere that any new mummy or mummy to be, will love.

Brown and Norman met after becoming new mothers, both living in the local area and in need of baby essentials, as well as a few treats for mummy. The young mothers soon found that this would mean several visits with a new baby to central London, not the kind of retail therapy that was needed just yet!

Spotting a big gap in the market for a practical yet original baby shop in Islington, they decided to join forces and take on the challenge of setting up a baby boutique in the heart of North London.

Felix & Lilys cherry pick baby brands that include: Bugaboo, i-candy, Baby Einstein toys and Grobag to name a

few, bringing department store products to the local area. For the more original and one off items, Emma and Vonda source handmade nursery sets, beautiful cashmere blankets, unique baby skin care products and funky baby clothing brands such as Katvig, Ej sikke lej and kammakarlo from Denmark. The Leander Bed system, also from Denmark, is the most beautiful thoroughly modern design for your growing baby. It starts as a simple cot and then grows with your child into a stunning, yet functional bed. The mattress cover is made of ventilated cold foam and the cover has been through a hypoallergenic process and is washable.

The other thing that sets this store out, is the great range of boys clothes. Vonda was frustrated at the lack of clothes and accessories for boys and has triumphed by sourcing the most imaginative and funky wear you will have seen. Felix & Lilys are also the only baby boutique in London to stock Colette Dunningham baby wear.

This gorgeous wonderland offers a stylish combination of essential equipment that every parent needs, to one-off luxury items that every parent wants.

