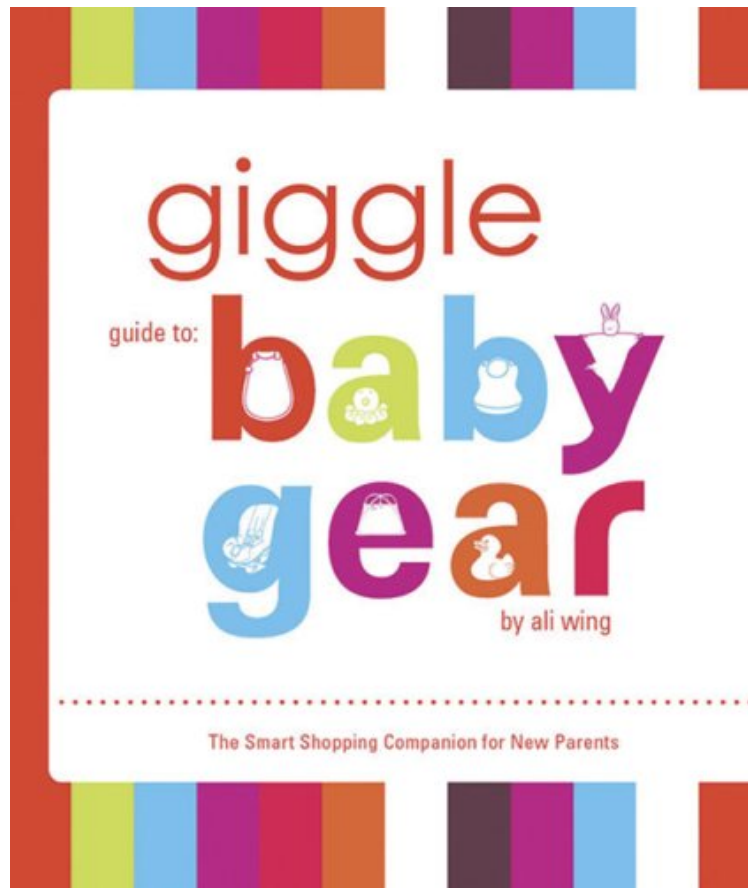


Giggle Guide to Baby Gear

Ali Wing

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Ali Wing : Giggle Guide to Baby Gear before purchasing it in order to gauge whether or not it would be worth my time, and all praised Giggle Guide to Baby Gear:

0 of 0 people found the following review helpful. Not a book, just a sales pitch
By Tracey E. Herman
Obviously when a fancy baby store "writes a book" to guide you through the process of gearing up for baby, you have to take it with a grain of salt. This sentence from page 9 pretty much makes clear that there is no room here for readers who aren't prepared to go on a shopping binge: "Even though the choices may be overwhelming, we can all agree that this plethora of options has led to a vastly improved quality of life." Um, no, we can't all agree on that. The "plethora of options" has led to a generation of over-stimulated yet bored kids and paranoid parents who believe that without this or that product, they just won't be able to raise the baby (or keep him safe) despite all the evidence to the contrary. I have no problem with a store offering this kind of sales pitch in the store, but to market and SELL this kind of book for \$19.95 (I got it for free) makes me think less of the store. Please do NOT buy this for your pregnant friends, it will not be doing them a favor.
1 of 2 people found the following review helpful. An essential guide
By EAs a recent godmother of two this book (and the fantastic giggle stores) were invaluable for finding fun and appropriate gifts as well as the

necessities for two newborns. The book is easy to navigate, provides detailed and comprehensive information on what is important to have and when. Given how many baby products there are to sift through, often frustrating and time consuming, Ali Wing's "giggle Guide to Gear" provides much needed, well-researched and intelligent guidance. It should be part of every new parents', and friends of new parents', library. 2 of 3 people found the following review helpful. Must Have Shopping Companion Guide By Gerald McGrew This book is a must have! It helps me to think about how to shop for products that fit our life, rather than what products might be the current "hot product de jour". All new parents (and perhaps second timers too) should have this book with them when shopping for baby!

In the age of hip modern cribs that cost as much as the rent shopping for baby has become a high-stakes endeavor. Enter giggle: the children's retailer that believes there's no such thing as the perfect crib or car seat or even diaper bag. There's only the product that's right for a family's lifestyle. This colorful guide helps parents shop for big-ticket items offering a complete explanation of features options and styles combined with practical guidance. Handy checklists for everything from bringing baby home from the hospital to potty training will help parents be sure they have what they need when they need it. giggle takes care of shopping so Mom and Dad can take care of baby.

About the Author New York-based Ali Wing is founder and CEO of giggle, the stylish retailer with locations in New York, Connecticut, California, and online.