

Kudos to Kiddo's

Outfitting Island Tots From Newborns to Age Six

Seven years ago Danielle Bailey came to the Vineyard to be a summer nanny. "I never left," she says with a shrug and a contented smile. She is sitting in a miniature painted chair at a pint-sized table, surrounded by racks of stylish (albeit small) apparel, books, stuffed toys and decorative accessories. Today she is the ambitious, hard-working owner of Kiddo's, a children's clothing boutique located in the Tisbury Market Place on Beach Road in Vineyard Haven.

The only shop of its kind on the Island, Danielle says the concept sprung from her love of both children and retail. Billing her creation as the source for "gifts, clothing and essentials from newborn



Kiddo's children's boutique owner Danielle Bailey (above) at her store in Vineyard Haven. Newborn Meadow Willoughby (left) models her free one-piece bodysuit

small community, Danielle says she feels it's important to give something back. She initiated a unique program to welcome newborns into life on the Vineyard. With the help of Morrice Florist, every new baby receives a free Kiddo's one-piece bodysuit delivered right to the hospital, along with a coupon for 15 percent off their first purchase. Most recently Danielle hosted a Charity Night for Plum Hill School, with a percent of sales going back the school. She also offers special shopping opportunities for grandparents every

Wednesday with 10% off entire purchase and "Mommy's Night Out" events throughout the year.

While Kiddo's provides all the basics and more for the Vineyard's youngest residents, it is, according to its young owner, "a dream



come true."

"It's truly a labor of love," she explains. "I'm happy every day here." She beams as she looks around the shop, then adds in a soft voice tinged with pride and a touch of embarrassment: "They call me *The Baby Whisperer*. What could be better!" **vs**

Kiddo's is open year-round at 79 Beach Road, #8 at the Tisbury Market Place in Vineyard Haven or visit www.kiddosmv.com. Phone: 508-693-KIDS (5437).



through age 6," she opened the doors on August 4, 2006 just six weeks after conceiving the idea.

"I felt that Kiddo's would fill a need on the Island," she says, "but it's even more than that. I get to know my customers so well they confide in me. I feel honored to learn about their lives. And the shop gives expectant and new mothers a place to network. Moms and Dads talk shop and swap ideas while they find all the items they need for their kids."

As a business owner in a

