

<http://www.pocket-lint.com/news/14367/firebox-firetots-baby-gadgets-range>

Firebox announces "Firetots" baby range

Hip gifts for little ones

by Amy-Mae Elliott published on 1 May 2008

Firebox.com is celebrating its tenth birthday this year with the arrival of a new member to the Firebox family: Firetots - a hip new range of cool gifts and gadgets for children aged nought to three.

Making an arrival on its parent site this May, Firebox hopes the Firetots range will be the first port of call for new parents, friends and family looking for interesting and unusual baby/toddler toys and gift ideas.

The range, said to be "anything but schmaltzy" includes re-issued Fisher-Price Retro Classics like the Chatter Telephone or the Two Tune TV Music Boxes as well as cute fashion gifts.

Commenting on the new brand range Ben Fowler, senior buyer of Firebox.com, said; "Buying gifts for babies and toddlers can be so tricky - everything is very 'nice' and incredibly twee, but not exactly 'cool'".

"Firetots will cater for our customers that are looking for genuinely different baby gifts, something that hasn't yet been seen by mainstream consumers."

