



**FOR IMMEDIATE RELEASE:**

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**West Village Kids Launches Online Children's Boutique**

*Flat fee shipping, Personal shopping, and the ability to Pre-Order children's clothing when you want!*

New York, NY March 27, 2007 – MichelleonMercer announced today the launch of [WestVillageKids.com](http://WestVillageKids.com), an online children's boutique featuring stylish and trendy fashions for boys and girls, ages 2-8 years old.

[WestVillageKids.com](http://WestVillageKids.com) is MichelleonMercer's second venture into childrenswear. In 2004, it launched ShimeeShimeeShoeShop.com and has been outfitting families all over the world ever since. "Parents love to dress up their kids, but are frustrated when they take them shopping," says Michelle Marx, Chief Fashion Officer (CFO) of MichelleonMercer. "[WestVillageKids.com's](http://WestVillageKids.com) selection allows parents and kids to find the European and American fashions they want from America and Europe, without the hassle of traveling to a particular store at a 'particular time', depending on their child's mood."

Featuring clothing for little girls and boys, the sites brands include: Bengh, Bluebird, Cakewalk, Chipie, Confetti, IKKS, Jean Bourget, Jeeto, Jottum, Marese, Mish Mish, Oilily, Pom D'api, Pura Vida, Rooster NYC, Submarine and so much more. The store sells a full line of tops, bottoms, dresses, shorts, t-shirts, tunics, pants, sweaters, jackets, swim suits, capris and of course, shoes. "We handpick every item so when our customers are shopping they can see additional options for creating stylish and comfortable outfits," adds Marx, "People will stop and ask you, **where you got it.**"

[WestVillageKids.com](http://WestVillageKids.com) will focus on the personalized approach to customer satisfaction and offer personal shopper services to any customer who requests Ms. Marx's assistance at no additional cost. Exclusive access to Per-Orders, ordering the season's hottest styles before they are available in the store, free personal shopper service, flat fee shipping, gift registry and same day delivery within Manhattan are just a few of the reasons customers are excited to shop at WestVillageKids.com.

"[West Village Kids](http://WestVillageKids.com) finally allows me to offer my customers in the United Kingdom, Canada, New Zealand, Netherlands, Australia, the United States and the world a better selection of what they have been looking for, adds Marx, its very exciting.

For more information about West Village Kids, please visit the company's web site at [www.WestVillageKids.com](http://www.WestVillageKids.com).



**About MichelleonMercer:**

MichelleonMercer owns and operates [WestVillageKids.com](http://WestVillageKids.com) and [ShimeeShimeeShoeShop.com](http://ShimeeShimeeShoeShop.com) and has been outfitting little boys and girls all over the world since 2004. Founded by Michelle Marx, mother of Gabriella and Sydney and based out of downtown New York's Greenwich Village, MichelleonMercer focuses on bringing stylish outfits from some of the world's most recognized brands in children's apparel and shoes to busy parents around the world. With two locations, [WestVillageKids.com](http://WestVillageKids.com) and [ShimeeShimeeShoeShop.com](http://ShimeeShimeeShoeShop.com), customers receive personal customer service with the convenience of online shopping.

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