

dr.decor

## Mother Nursery will help decorate baby's room

The Internet has changed the way people establish new businesses. Retail storefronts aren't always necessary anymore. Businesses launched from Web sites offer a wide range of products, services and information. For young people, using the Internet for services comes natural.

Two years ago, a young couple, Brad and Melanie Weber created an Internet Company called Mother Nursery ([www.mthernursery.com](http://www.mthernursery.com)). They developed a terrific Web site that offers extensive products and services



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for all things nursery- and child-related. Their Oak Park-based company offers, among other things, an online boutique, child-proofing services, custom designed rooms, coordinating services and more.

What's cool is that their Web site is also full of free, helpful information, particularly for new parents. They've posted 41 articles on child-rearing in the categories of "Baby Basics," "Child Development" and "Preparing and Caring for Baby." They've included design-related articles such as "Cribs 101," "Creating the Best Nursery Layout for your Space" and "Choosing a Look for your Nursery."

They emphasize the importance of creating a space that encourages growth and learning. Nursery designs can be stimulating to help baby with his or her developmental skills. For the early stages when the child can't yet see color, they suggest incorporating some black and white. Alphabets and numbers can often be used in the decoration, too.

They encourage storage solutions that include book shelves, and recommend using different textures to stimulate tactile awareness. On the subject of color, they warn against pastels for baby boys' rooms because when they become toddlers, bedding won't be available in pastels. You could end up needing to redo the entire room.

Along with the sale of baby furnishings, they specialize in designing and executing custom interior designs for children's rooms. They have package plans available, but they will also charge an hourly rate. The designer will come to the client's home. This gives them the opportunity to understand the aesthetics of the home.

"One-stop shopping," says co-owner Melanie. "You won't have to deal with a whole bunch of people coming into your home." They can do the furniture purchasing, handle the room decoration and everything else.

Melanie explains, "We have a whole slew of vendors that we hire and coordinate for our custom rooms. We offer various types of specialty artwork including murals. We have a team of carpenters, electricians and if called for, we have furniture restorers, too. They also offer custom furniture, for example, if someone wants a round crib.

"Custom bedding is available," says Melanie, for the client who wants to have something unique and different. "There is a wide range of fabrics to select from and then we make the bedding, with pillows, drapery and upholstery to match or co-ordinate.

I loved hearing about one particular package they offer: If the pregnant parents don't want to know the sex of their baby, Mother Nursery will call the doctor and find out if it's a boy or girl. Then they will design the appropriate room. They lock the parents out of the room during the process. They purchase everything for them. When baby and mom come home from hospital, the room is complete. The design fee for this service is \$800. Of course, that does not

include the cost of everything in the room.

Regarding pricing, they say they are competitive. Their Web site says: "If you find a lower price on another authorized specialty store/boutique Web site before you purchase with us, tell us about it and we will match the price and provide you with an additional 10 percent off."

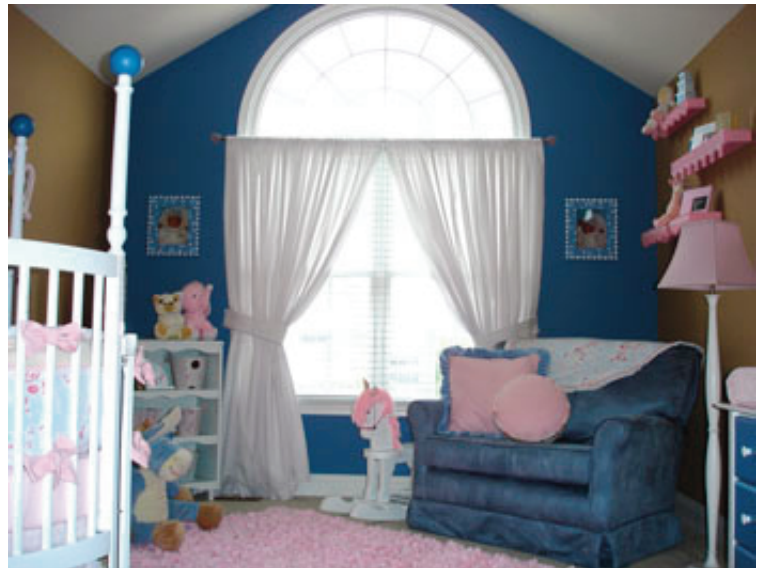
"We meet with people and they trust us. They come to us for everything. There are times when I've even given advice on hormonal issues. A tight bond is formed with our clients," says Melanie.

Mother Nursery's Web site also has a baby registry. Register for your favorite Mother Nursery items for your family and friends to view.

And finally the Web site says, "Have questions, call at (248) 544-4150 or e-mail at [info@mothernursery.com](mailto:info@mothernursery.com)."

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*Have a decor question? Barbara Kopitz is a professional member of the American Society of Interior Designers. Write to P.O. Box 250342, West Bloomfield Township, MI 48322 or e-mail [Babarakop@yahoo.com](mailto:Babarakop@yahoo.com). Questions of general interest will be answered only in the column.*



**The Internet site offers many custom jobs to assist with designing the nursery.**