



San Francisco Home and Gift Emporium, Aldea Home & Baby Arrives in Los Angeles!

(Culver City, CA) The moment eco-obsessed-design-loving-Angelinos have been waiting for; Opening in September, Founder and Creative Director Johanna Bialkin will welcome Los Angeles dwellers to the wonderful world of **Aldea Home & Baby**. Located in downtown Culver City with over 3,900 square feet of retail heaven, the space is filled with stunning environments that feature the perfect mix of beloved and hard-to-find brands.

With an aim to inspire every room in the house, Aldea Home & Baby opened its San Francisco emporium in the Mission District over 13 years ago. Bialkin takes you into her world where you can find a curated assortment of best in class offerings from all corners of the globe for baby, kids, and home. With a steadfast determination to carry sustainably produced, organic and eco-friendly brands, Aldea Home & Baby will be an experience like no other - complete with a DIY aromatherapy bar and beautifully customized gift baskets created on the spot; even the hardest-to-shop for will covet.

Similar to its San Francisco counterpart, the Culver City outpost is dedicated to curating the highest-quality, modern, and responsibly produced pieces at accessible prices. With over 475 brands, from Monte, Oeuf, artisanal French garden brand Fermob, to organic bath products from famed New Mexico spa Ten Thousand Waves, Aldea Home & Baby has the largest collections of nursery, home, and gardening must-haves.

With Bialkin's love of nature and her wanderlust for adventure, you can find influences from her lifelong love of travel throughout the store. "Aldea means community and I wanted to create a place where people of all walks of life can come together and have fun. With our new downtown Culver City location, we want Aldea Home & Baby to be a place where anyone can shop, find inspiration and hang for weekly wine nights, story hour, yoga classes and more," says Bialkin. And to make it as fun as possible, customers love the quirky nature of the staff. "We like to have fun. Our team is some of the most knowledgeable people in the industry, and we want people to relish the time they spend here discovering new and unique finds. We have been known to ask people to sing Britney Spears or quack like a duck in the middle of the store for an in-store promotional discount, while also introducing them to an exclusive product of Spain or Japan that they'll fall in love with" Bialkin went on to say.

Aldea Home & Baby will open its doors at 3825 Main Street in Culver City on September 24th, 2018

About Aldea Home & Baby:

Founded in 2005 by non-profit veteran and native New Yorker Johanna Bialkin, Aldea Home & Baby opened its doors in the mission district of San Francisco. The curated collection of home furnishings and accessories is the perfect balance between innovative design and accessibly priced items. The community-minded retail emporium continuously seeks out ways to give back and welcome the community into the stores with a comfortable and inviting atmosphere. Aldea Home also seeks out products that are ethically produced and sourced from communities both local and abroad.

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