

FACES OF MOTHERHOOD

COVER STORY

THE UNVEILING OF

**CHERRY
MOSTESHAR**

**POLITICS
INTERVIEW**

GIAMPIERO PERRELLA
NAPLES PRESIDENT OF IV MUNICIPALITY

CHILDREN'S BOOKS

**MEET 'THE'
MAN BEHIND THE
HARRY POTTER
DISCOVERY**





Welcome to The One Stop Showroom For Your Baby's Essentials

Shop Where Gwyneth Paltrow & Other Celebrities Shop

Anita's House

By Matilde Tariello

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hen I met with Anita for this interview, I was welcomed warmly by her team. They showed me the space and made me feel at ease.

Anita had to deal with twins who came early, and their order had to be shipped as soon as possible. This already gave me insight into her job and passion for her work. Anita's House is a showroom where expecting parents can find everything they need for their baby. The name itself suggests the intimacy and cosiness of the showroom, which was entirely planned and thought out to be a warm and welcoming space for expecting parents.

Anita, the founder and owner of the business, is a caring and experienced mother-like figure. She has been working in the market for 25 years growing her expertise both as a mother and nursery consultant. Over the years, she has

built strong relationships with companies and brands who are pleased to be exhibited in her space.

The idea behind the business was to create a unique and personal experience for first time parents. To cut through the stress and anxiety of buying the 'exact right' products for your baby to be. Sometimes friends and family have their own advice on a specific product, or the parents might have researched but still are confused about what to spend their money on. It is here where the role of the nursery consultant is helpful: she helps clarify things and organise for parents. The couple or one of the parents will be allocated a 2/3 hours meeting with the consultant who will find out more about their lifestyle, needs and preferences. After a meeting with the nursery consultant, who has expertise and knowledge of the products, they will be advised on the best options available.

The selected items can be shipped to the home, the hospital, or anywhere in the world. Upon request, Anita herself is happy to travel or come directly to the parents' house to personally help to assemble and show the parents how the products work. She aims to make this experience stress free and as enjoyable as possible for the couple. For those who cannot come to London, Anita is happy to do a consultation over the phone.

The research behind the best and top-notch products is ongoing. Anita flies to fairs and expos worldwide to find new suppliers and discover new trends. She has also created a range of products such as nursery furniture and matching sets for baby and mother. Changing tables and

cots were designed to be reliable, resistant and hold the baby's weight. All the items are made in England, and safety is the first concern for Anita: she wanted to design something that works for the mom and the baby. The beds are adaptable, depending on a child's age and height. The clothing line is made of merino wool, a very sophisticated material that keeps the baby warm without overheating



him. For the mom, she designed a nursing scarf in the same material which can be worn as a poncho to cover the belly area, usually a delicate part of the body after delivery.

The business started off as Babylist and was located in Parsons Green. The name was changed in 2015 and the showroom moved to Chelsea. Anita explains that the business is expanding and "babylist" is only one aspect of it since there is so much more available for parents under the roof of Anita's house. During the consultation, the baby list is only the starting point. A relationship of trust is developed with the parents, so they experience a comfortable and safe environment where someone is ready to take good care of them.

In addition, they can also recommend a range of specific services which include photographers, artists to do a family portrait, night nannies and so much more. Over the years, a total of 5000 parents have shopped at Anita's House, all happily satisfied with the service. Celebrities such as Gwyneth Paltrow have trusted and endorsed Anita's service. For instance, her choice



BABY CLOTHES

of the Bugaboo buggy caused its popularity to soar. However, Anita explains that there is absolutely no distinction between the type of support given to celebrities and other customers: everyone is advised with the right care and attention.

According to Anita, the service offered at Anita's House is a unique and wholly immersive experience for the soon-to-be parents. They can begin to understand what parenthood is and how their lives will change with the addition of a new baby.

The difference between Anita and her competitors is the uniqueness of her services. Shops might base their advice on the stock that they have or on a specific brand. Anita does not hold stock but acts as an intermediary between the client and the company with whom she is not tied. Therefore her advice is more objective and genuine since she is not bound to one product or company. All the products are sold at the recommended retail price, which is a bonus. Customers can see and test the range



of products directly, which provides a whole different experience than shopping online. Thanks to weighed baby dolls, carriers, strollers, and car seats can be tried and moved around to feel their practicality once the baby is born.

Anita explains that things have changed through the years, and she has positively noticed that fathers are now more present and interested in knowing more about the world of parenthood. Before, she says, mothers used to come alone or with family members. Now both parents are willing to learn, ask questions and test products.

Referring to products, Anita says that technology has now joined the world of baby products. New hitech monitors have been developed to not only hear but also see the baby and talk through the microphone. Furthermore, the new Owlet is an absolutely ground-breaking device which can be connected to your phone. It measures the oxygen levels, the baby's heart rate, and sleep cycles using the clinically proven pulse oximetry. The smart sock comfortably wraps around the baby's foot and provides parents with notifications





ONE OF THE MANY CRIBS AVAILABLE AT ANITA'S HOUSE

and insights into their baby's well-being. However, to the question 'what are the top three items necessary for a baby?' Anita answers that a car seat, a stroller, and a crib are the primary necessities.

Anita knows some customers may only be interested in purchasing a few things, and that is perfectly fine. Some customers might only see her to buy a stroller or a crib. They may buy something second hand or receive gifts from family and friends. She is there to offer her services no matter the size of the purchase.

Anita's house does not advertise to promote the business. Her publicity comes from word of mouth and customers' satisfaction that turns into a positive review for friends and family. Also, television, Instagram and other digital platforms are giving more visibility to the business. Recently, they have noticed a change with the advent of social media and they are just about to refresh and relaunch their website.

In addition, she gathered her expertise not only from her experience as a parent but also from her many travels and the various countries she has lived in. You name it, she has lived there; Italy, Africa, the Middle East, Turkey, the list is endless. These experiences have gifted her with something that Anita calls 'cultural sensitivity,' which comes handy in her job. When international customers visit the showroom, she works to mediate with her customers from different backgrounds.

A mother of two teenage girls, Poppy and Mia, Anita is a working mother, she has always tried to balance her private and professional life. She firmly believes that it is crucial for kids to see their parents as role models who are committed to create,

help and work for the community. She believes this has contributed to raising her girls to be driven and passionate individuals. She always encourages their cultural richness by exposing them to an openminded, vibrant and challenging environment. Finally, her giveaway tip for parents is that "every parent should aim for children to like their parents and parents to like their children."



FOUNDER OF ANITA'S HOUSE - ANITA HERSELF

FACES OF
MOTHERHOOD

ISSUE 2

OUT SOON