

Shopping & Services



Tees and accessories at TaROO Too!

Small-scale style

Two popular boutiques launch offshoots that cater to the city's younger clientele.

By **Amy Carniol**

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Honey & Hazel Kids

Mel Gorski, a longtime Williamsburg resident, opened gift shop Honey & Hazel in the fall of 2010. "I had a small baby and kids' section in the store but was never able to keep

up with the customer demand for children's gifts," says Gorski. Giving birth to son Harlan this past January only fueled her passion to open a shop for the under-tenset. Around the corner from

its flagship location, the 300-square-foot Honey & Hazel Kids (770 Metropolitan Ave between Graham Ave and Humboldt St, Williamsburg, Brooklyn; 347-889-6555, honeyandhazel.com) carries an

eclectic mix of gift items—toys, books, room decor and accessories. Favorites include Bibdana bibs for teething tots and superhero T-shirts with attached capes. As is the standard for most shops in this hipster haven, Honey & Hazel Kids showcases products made by Brooklyn-based designers—keep an eye out for goods by Big Bridge Studios, Brooklyn Owl and Goose Grease. And while buying local often comes with a higher price tag, the merchandise here is quite reasonably priced; most items sell for less than \$40, and nothing is over \$100.



Honey & Hazel Kids' eclectic wares



NEW SHOPS!

Read about the latest children's store openings at timeoutnewyorkkids.com

mother to Isabella, 5, and Bobby, 4, decided to open TaROO Too! (1480 First Ave at 77th St; 212-772-0400, taroonyc.com). The

800-square-foot space, just down the block from her original Upper East Side boutique, carries chic clothing and gifts for boys

through age nine and girls through age 15. Like its grown-up counterpart, TaROO Too! can accommodate most budgets, enabling kids to amass a chic wardrobe by combining trendy brands like Mudpie, Lemon and Charlie Rocket with store-brand pieces that start at \$8. (Jewelry, bags, hair clips and nail polish round out the offerings.) Welcoming staff members aren't merely salespeople; they act as personal shoppers, mixing and matching looks, sizes and accessories to complement pint-sized customers' styles and their parents' wallets. The hip merchandise, though, isn't the only thing making this store a neighborhood hot spot: Locals are invited to participate in free weekly events, like Sing-a-Long with Steve on Thursdays (kids ages five and under) and glitter-tattoo and hair-feathering parties on Saturdays (ages 4 to 15).

TaROO Too!

After noticing an influx of pregnant clients visiting her four TaROO locations, Theresa Russo, store owner and

MARIELLE SOLAN