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Posh Baby



Holly Doran, formerly of *Vogue* (yes, *that Vogue*) is a style maven mama who expects no less for her babe. But when Doran was expecting, she was frustrated by the lack of luxurious layette online. So, shortly after the arrival of her baby girl Finley, [PoshSqueaks.com](#) was also born. She gave Notes on a Party the insider dish on her absolute favorite gifts for a new mama, how to throw an incredibly cool baby shower and how she came up with that sassy name, Posh Squeaks.

What was the inspiration behind Posh Squeaks?

When I was pregnant with my daughter Finley, I spent hours searching retail websites that were focused on newborn items, crib linens and classic layette. There were some websites that focused only on newborn to 12 months, but the collections lacked focus and had brands I found to be cheap. On the other hand, the fabulous boutique-type layette designers, such as [Pixie Lily](#) and [Gordonsbury](#), were really difficult to find.

Where did the name come from?

Honestly, I had quite a few other choices before Posh Squeaks, but many of them were already taken. I turned to [UrbanBaby.com](#) for advice and asked my fellow moms to help me come up with the name. There were so many creative responses and one woman suggested Posh Squeaks. I loved it!

How did your experience at Vogue help you launch your site?

Believe it or not, there are lots of moms working at Vogue. When I decided to start Posh Squeaks, I sent an email around to the moms asking them not only which brands they liked, but why. I got an incredible response! Everyone was excited about sharing their favorites and even helped to find new lines.

What are some of your absolute favorite gifts for a new mom?

For the downtown mom, I love giving a 1-year membership to [Appleseeds](#) - Family Indoor Playground (\$850). [The Cashmere Hoodie](#) by Amber Hagen (\$150) is one of our best-sellers. And, a practical yet stylish gift is the Posh Squeaks ["Year of Onesies"](#) package (\$70). Based on the mother's due date and the gender of the child (even if unknown), we put together an assortment of [Petit Bateau](#) long sleeve, short sleeve and side snap onesies for newborns. You can never have