

Even childless Phoenicians in-the-know can tell you that BabyLux is THE baby mecca of the Valley; an upscale, one-of-a-kind luxury boutique catering to newborn through five year olds. Not only does the DC Ranch spot offer the hippest baby gear in town, including celebrity items and a custom BabyLux collection of all-things baby, but they also offer fun events and classes for the entire family, such as educational classes for new parents including nursing (which I attended and loved), daddy boot camp and sibling prep. In addition to the educational tools, they host events like gender reveal parties and baby showers plus children's photography and nursery design services.



As the change of seasons takes place and Halloween around the corner, BabyLux is hosting one of their biggest sales of the year in conjunction with the DC Ranch tent sale. In true BabyLux spirit, they added a twist by creating "BOO-TIQUE".



Adults will love "BOO-TIQUE" because BabyLux is offering up to 70% off summer styles and previewing the new fall collections. Kids will love it because two of their favorite characters, Rapunzel and Flynn will be in attendance for meet and greets and photos. Kids are advised to wear their royal best or show off Halloween costumes! Digital images will be provided for guests from Photography from Keri Meyers Photography.



BOO-TIQUE at BabyLux will be held on Saturday, October 4th from 9:00am-12:00pm. BabyLux is located at Market Street in DC Ranch, [20789 N. Pima Rd. Suite 125, Scottsdale, AZ 85255](https://www.babyluxonline.com). For more information, visit www.babyluxonline.com.