

Always the children

crosses the street with a little help from their friends.

CHAPPAQUA, NY June 2005 – **Always the children**, an enchanting store of unique furniture, bedding, room accessories, clothing and gifts for children has moved across the street. After four very successful years, they have expanded to a larger more magnificent space directly across the street from their old location in the heart of Chappaqua, NY.

For years, **Always the children** has established a presence in Chappaqua as an old fashioned, family run full service store. In that time, they have developed into much more. They offer not only special furnishings and gifts for children, but also do many custom designs for other rooms in the house. Their full selection of room accessories, custom-

made to fit each individual room, has helped them grow into a one-stop destination source for all interior décor.

Their custom line of furniture, built to your specifications, as well as their one-of-a-kind antiques, attract customers from across the country. The overall pleasurable shopping experience keeps these customers coming back. Come in, sit down, have a cup of coffee and cookies, stay and chat...

While the mother/daughter/daughter team at **Always the children** has worked hard to create a unique shopping environment, they are continually grateful to the people who have helped their success. “It’s all about our customers. They have helped us grow and have been so supportive of the warm family atmosphere we have created. Through the years, our loyal clientele have become our friends,” says Paula Rockoff, mom and co-

owner.

It is with the support from these “friends” that **Always the children** was able to expand their store to a larger space. The new space enables more room for display as well as more merchandise. In addition to custom furnishings, they offer a wide range of special gifts from toys to clothing to lighting and much more. Their birth registries allow clients to select custom items to create a unique room for your child to grow with. The owners pride themselves on helping each customer make selections based on their individual tastes and style that will last for years.

In addition to the store front, **Always the children** has a website which offers a charming glimpse of the many custom designs and creations they are known for. The website, like the store, is another unique experience. www.alwaysthechildren.com has a small

sampling of the many possibilities for
decorating the lives of those you love...
Always the children.