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Hey, Wait a Minute: The conventional wisdom debunked.

The \$900 Baby Stroller Is Not Dead

Cookie crumbled, but some platinum-plated infant products live on.

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The came the recession. Putting a child in hand-me-downs went from a social faux pas to a hip parenting statement in elite urban parenting precincts. Luxury baby sales are declining across the board, with name brands such as [Bugaboo rumored to be suffering double-digit sales declines](#). And now *Cookie* itself is no more, shut down unceremoniously by current owner Condé Nast this week, a victim of both the severe advertising contraction in the print-media universe as well as changing mores in the parenting world.

Yet while it would be nice to think *Cookie's* demise also signals the financial divorce of conspicuous consumption and over-the-top parenting, that just isn't so. As it turns out, the kiddy luxury market has morphed, proteanlike, adapting to new conditions.

"*Cookie* is a bellwether, and it's not surprising that it would close this year," says Alan Fields, co-author of [Baby Bargains](#). "But it's not like everything collapsed at the higher end of the market. The luxury market is not universally dead."

Observers generally agree that the high-end baby-and-children's market has probably contracted between 10 percent and 20 percent since the end of 2007, as the housing crash, stock market losses, the nation's high unemployment rate, and the continuing recession combine to put the kibosh on much kid-related discretionary spending.

But some areas of the children's high-end market continue to thrive. What's hot: virtuous spending on Junior. "Green is the new black," observes Field, pointing to the huge number of manufacturers and retailers who have turned to environmentalism to keep the red ink at bay.

Take the sudden prominence of stroller maker [UPPABaby](#), based in suburban Boston, whose high-end Vista stroller (recommended retail price: \$669) is selling briskly despite the economic downturn. "We use organic products whenever possible," says spokeswoman Sarah Hines, who adds that the fabric used in the firm's bassinet is lined with "organic soybean fiber and cotton" and that the Vista's sun shade provides baby with SPF 50 protection from solar rays.