Discover Haverford Welcomes Baby Bloom

Tired of spending a fortune on clothes your kids outgrow after just one wear? Look no further! Baby Bloom, a new business located at 694 Pont Reading Road, Ardmore, is blooming with clothing for children from newborn to size twelve. Not only can you shop for high-quality items, but once your children outgrow them, you can consign them back to the store so the clothes can continue to be loved and worn by others.



Emilie Burton, the owner of Baby Bloom, grew up in Havertown near Paddock Park. She praises Haverford Township for its walkability and accessibility to shops and businesses. “Even if you don't have a car, you can walk to everything you need, no matter where you live,” she explains. Emilie hopes Baby Bloom becomes one of those neighborhood businesses families can easily stroll to with their children.



Burton was a teacher for seven years, taking on leadership roles as a teacher, lead teacher, and a math coach. She is now an assistant principal in Southwest Philadelphia but is on leave this year to spend more time with her children. So, she has become the visionary behind Baby Bloom. Her husband provides the muscle, while their two little girls bring creativity, support, and their own unique taste in clothes - her oldest daughter even picked out the store’s wallpaper! “My vision is a business that becomes a staple in the community where families can find high-quality, stylish, and affordable children's items—all while giving pre-loved pieces a second life. We aim to redefine consignment by offering a boutique-style experience that’s warm, curated, and filled with joy while also being mindful of the environment!” Burton says, hoping the shop will have a lasting impact in Haverford Township.

The idea for Baby Bloom came from wanting to help families manage the high costs of children's clothing. "Our shop exists to make beautiful, quality pieces accessible to all families—because everyone wants nice things, and they shouldn't have to compromise on style, value, or sustainability," Burton explains.



Although Burton is starting Baby Bloom during her leave, she hopes it will continue to thrive afterward. "Hopefully our business takes off and can be passed down with purpose," she shares. Burton hopes Baby Bloom fills a much-needed void in the township, offering affordable, high-quality clothes with a variety of styles. "As a mom who's always loved dressing my kids in things a little different—pieces that stand out, spark joy, and reflect personality—I started this shop to share that experience with others. Our vision is to offer families a place where they can find something truly special for their little ones. From everyday favorites to one-of-a-kind pieces, we curate with intention, style, and heart—so you can dress your kids in items as unique as they are. Built on family, passed down with love, and rooted in the belief that childhood is worth celebrating in style."



Baby Bloom operates as a traditional consignment shop: people drop off items, staff select what to accept, and consigners receive a portion of the proceeds from sales. This model not only makes children's clothing more affordable but also promotes sustainability by keeping clothes out of landfills and in circulation.

Baby Bloom held its grand opening on July 22 and is now open to the public with adjusted summer hours. Emilie plans to keep the shop open throughout the year with hours convenient for working families, ensuring everyone has the opportunity to stop by and find something special for their children. To learn more and stay updated, follow Baby Bloom on Instagram at @_baby.bloom__.

Thank you to Joel Perlish Photography for the photos at Baby Bloom.