

FROM:



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For Immediate Release, Please

Tiny Hanger, An Age-Friendly Business
Harvard Street, Coolidge Corner, Brookline

Tiny Hanger, a shop specializing in clothing and gifts for babies and toddlers, has been in business in Coolidge Corner for 10 years.

Designated as Age Friendly by BrooklineCAN (Brookline Community Aging Network), Tiny Hanger is the 14th Brookline business profiled by BrooklineCAN since 2019. These Age Friendly establishments have attributes that make them hospitable to older people.

Located on Harvard Street in Brookline between the Coolidge Corner Theater and the Atrium Building, this compact shop is decorated to evoke wonder, with fairy lights strung around the small space and a chandelier in the center.

Owner Lucia Berman-Rossi, a former social worker, arrived in Brookline in 1993 to study Social Work at Boston University. Following her marriage and the birth of her daughter, she was a stay-at-home mom for 3 years. At that time she decided to open Tiny Hanger, a kid's store, where she could be her own boss and even bring her daughter to work. Lucia thought that opening a store seemed like a fun thing to do. However, she found that owning a store is difficult. She sometimes feels that she is at work 24/7.

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Lucia's original plan was to sell hand-made items made locally. When she found that local providers couldn't keep up with the demand, she also bought at trade shows and other sources. Until the pandemic caused families to stay at home, Lucia had sought to create a community at the store, with story times, special events, and a drawing table for kids. Lucia hopes these events can begin again when all danger is past.

Originally, Tiny Hanger was located on Pleasant Street, near the Coolidge Corner branch of the Brookline Public Library. After a few years, Lucia moved to the present location at 314 Harvard Street, which has more foot traffic. Tiny Hanger has prospered, with many old and new customers visiting. Recently, Lucia opened a second shop at 200 Linden Street in Wellesley.

Anyone looking for a special item of clothing or gift for babies and children under five will find that the staff at Tiny Hanger is friendly and attentive. Grandparents, particularly, will enjoy the extra help.

The shop is easily accessed, with no stairs. Chairs are available for anyone who might need one.

By recognizing companies that go out of their way to be hospitable to older people, BrooklineCAN supports Brookline's Age-Friendly businesses. An all-volunteer organization focusing on Brookline as a great place to live, BrooklineCAN provides information for older residents that helps them remain engaged in the life of the community, and advocates to make Brookline an even better place to live for seniors and everyone. The project currently lists more than 100 businesses throughout the town. Visit <https://www.brooklinecan.org/afb-profiles.html>.