

newbie

Newbie turns 10!

The company celebrates with a new design collection and a new wallpaper collaboration with Boråstapeter



Hip hip hooray! Newbie is 10 years old. To mark its first decade, Newbie is launching a brand new design collection, Newbie Room, made of more sustainable materials. In addition, Newbie and Boråstapeter will also unveil a new wallpaper collection, Newbie Wallpaper, featuring 32 wallpapers in 15 dreamy colours. Share to celebrate 10 proud years with Newbie!

Children's rooms are magical realms filled with fun and games, rest and imagination. To peek inside them is to step aboard on a seafaring adventure among whales and fanciful ships, or to meet curious squirrels, bouncing rabbits, and roses fizzing with colour.

Newbie Room

4 February will see the launch of Newbie's brand new design collection, *Newbie Room*, which is made of more sustainable materials. The collection features products for sleepy time and play time alike, including soft bedding in organic cotton, cushions, storage in the form of trunks and fabric baskets, play mats with animal motifs, bunting, and posters; products that invite you inside a fairytale world of play and imaginative dreams. The entire collection is made of more sustainable materials, and all cotton is organic.

Newbie Wallpaper

Newbie and Boråstapeter are also developing their collaboration to launch a new wallpaper collection featuring 32 wallpapers in 15 dreamy colours. The wallpaper collection, *Newbie*

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Wallpaper, will fill children's rooms with tales of romantic gardens, animals, nature and magical places, welcoming children into secure, lovely environments that inspire play and storytelling as much as a peaceful sleep.

The wallpaper patterns are taken from Newbie's earlier collections and have been hand-drawn by Newbie's design team. Patterns from a dress, babygrow or top have been remade and given new life as wallpapers. The patterns also match the *Newbie Room* products, so Newbie's fairytale 10 years can make their mark on the whole room.

The wallpapers are produced in Boråstapeter's own factory in Borås, where there is a firm focus on sustainability. The products are manufactured without the use of any hazardous substances and with the least possible impact on the environment. All of the dyes used are water-based, and the material comes from sustainably managed forests in Northern Europe.

"The Newbie story started 10 years ago, with the company offering more sustainable clothes for babies and children. Now Newbie operates in 5 countries, and we are always working to grow. We are proud that we can now offer Newbie's fairytale world in clothes, interiors and wallpaper, and hope that this will be well received by our #Newbielovers. Without Newbie's faithful fans, we could never have got this far," says Desiré Westerberg, who is director of KappAhl's Kids division.

Newbie Room features 21 products made of more sustainable materials, and all cotton is organic. Prices from SEK 99.

Newbie Wallpaper features 32 wallpapers in 15 patterns.

The collections will drop on 4 February in Newbie Stores, and at Newbiestore.com.

Images and press materials

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The Newbie story started in 2010, when KappAhl's designers created a baby collection using the keywords timeless, sustainable and value, working with the idea that the garments could be handed down from one generation to the next. Newbie came into being at just the right time and quickly went viral. There and then, many "Newbie Lovers" took the brand to their hearts, and their dedication has influenced both the design and the range. A big second-hand market for the collection soon emerged – one completely in keeping with Newbie's focus on sustainability. The first Newbie Store opened in Stockholm in 2014, and today there are Newbie Stores in Sweden, Norway, Finland, Poland and the United Kingdom. Newbie is a brand within the Swedish fashion group KappAhl. More information at newbiestore.com.

About Boråstapeter

Classically modern wallpapers for inspiring environments

Boråstapeter is by far Sweden's most well-known and bestselling wallpaper brand. Around 7 collections are launched each year, which are designed and produced in Borås and sold across almost the entire world. Working from a classic, timeless foundation, the brand is continuously evolving to reflect the market's interest in design, colour and form. Boråstapeter is part of the WallVision group, alongside the brands Engblad & Co, Mr Perswall, Cole & Son and Wall&decò.