

PRESS RELEASE

Elodie Details & Newbie returns to London in new retail partnership



As Swedish Childrenswear brand Newbie opens its fifth concept store in London, they've invited a few like-minded Scandinavian brands along. In a new strategic retail partnership, Elodie Details are now a part of the new Newbie store on 110-112 Kings Road in Chelsea.

Elodie Details are very pleased with this partnership and the opportunity it gives us to introduce our style of contemporary baby products to the design conscious millennial parents that have already taken the Newbie concept to heart.

- We feel that this strategic partnership is a great fit for us as well as Newbie, says founder and Creative Director Linda Sätterström. The initial success that Newbie has had in the UK shows us that there is an increasing demand for products and concepts that offer exceptional design as well as a wide and community-driven brand experience.

The store on Kings Road will feature large parts of Elodie Details' range of Stroller Accessories and HOME Collection.