

Swandoo – Conquers Europe

Swandoo, the innovative family lifestyle brand, is about to launch its ground-breaking car seat Albert in over ten European countries in 2019 ++ Additional innovative products to be revealed later in 2019 as well as in 2020.

Successfully introduced at Kind & Jugend in Cologne, Swandoo, the new brand for family lifestyle solutions, will launch its first product this year: Albert – an innovative car seat. Starting in Southern Europe (Italy, Spain, Portugal) and Switzerland in spring, Swandoo will continue to expand into Germany, Austria, and then the UK and Poland. Eastern Europe and Benelux will follow later in 2019.

Swandoo products will only be selectively distributed by specialised retailers as well as selected online shops.

ALBERT EINSTEIN AS NAMESAKE FOR NEXT-GENERATION CAR SEATS

Albert, named after Nobel Prize winner Albert Einstein, has already created some buzz prior to its launch, winning both the German Design Award and Red Dot Design Award last season.

Design Director Nicolas Gonzalez Garrido explains:

»Following a four-year development process and months of extensive testing, we are sure that Albert will live up to its famous namesake's standard. This is a product created for a new generation of parents who expect a product that delivers peace of mind but also a joyful product experience in the moment they use it.«

High-quality fabrics, a unique shell structure as well as state-of-the-art features such as glow-in-the-dark seat belt guides, a neatly integrated UV50+ sun canopy, adjustable headrests and a memory foam pillow for newborns work together to create a truly game-changing car seat model.



MORE EXCITING FAMILY LIFESTYLE PRODUCTS ON THE WAY

Later in 2019, Marie (named after Marie Curie), a 360° rotatable car seat that can carry children measuring up to 105 cm in height (approx. four years) will be introduced. In addition, the company is working on adding smart connectivity to its car seat range in the near future.

»We are not only involved in the business of making car seats. We are a family lifestyle solution brand. Therefore, you will see Swandoo delivering a whole range of premium products and services which make the lives of modern families better.« CEO Kenny Lai.

All Swandoo products are designed, manufactured and assembled in-house, combining top international design talent and years of manufacturing experience. Kenny Lai: 'It's a perfect set-up to create outstanding products. Not just for the European market. But it's here that we want to earn our stripes first.'

ABOUT SWANDOO

Swandoo was founded in 2014 by Kenny Lai as a brand for innovative family lifestyle solutions. Combining a talented international design team with over 40 years of experience in manufacturing, the company has set out to become a smart companion for modern families, enhancing the well-being of parents and their children alike. The next generation of car seats starts with the launch of award-winning Albert in Europe in 2019. An exciting line-up of other products will follow. Swandoo is based in Vienna and Munich, with its own manufacturing base in Suzhou, China.

For more detailed information on Swandoo and Albert, please visit: www.swandoo.com.

Regular updates and news are also available on the following social media sites:

Facebook: Swandoo | Instagram: @swandoo



PRESS CONTACT:

Mylene Bonjeant
+33 662 769 680
mylene.b@swandoo.eu

Fair dates: CBME 2019: 24–26 July in Shanghai
Kind & Jugend 2019: 19–22 September in Cologne

