

FOR  
IMMEDIATE  
RELEASE

UNITED KINGDOM

## About Maclaren

Over 40 years ago, the baby products industry was stagnant and tired. Despite great strides in aero and automotive technology, transporting babies was still a very basic cumbersome exercise. In 1965, Owen Maclaren MBE, an aeronautical engineer by trade, used his knowledge of the Spitfire aeroplane undercarriage to invent the first umbrella-folding buggy. He revolutionised the baby transport industry, and paved the way for modernising parenthood.

Today, Maclaren has challenged the award-winning design visionary, Philippe Starck, to once again revolutionise the marketplace with a range of premium quality, versatile, aesthetically pure, yet radically innovative nursery products. This is part of a greater Maclaren initiative to provide superior design and innovation to all — from birth to early childhood.

The range is comprised of a buggy, a travel cot, a travel high chair and a changing bag. Each item embodies Starck's spirit and intelligence in challenging convention, while providing the world with modern design classics. Note that like many design pieces, they will have limited circulation. For Maclaren, the cot and high chair also represent a high impact return to the feeding and sleeping product segments.

Maclaren's renowned commitment to functional design and technological advancement, combined with Starck's genius is self-evident in this coordinated, functional range that is ergonomic, entirely practical and ground breaking. For Maclaren, this is another step in providing consumers with the finest products from birth to early childhood that are *what a mother wants and what a baby needs*.



16 SEPTEMBER 2005

MACLAREN EUROPE LTD  
Station Works Long Bucky  
Northampton NN6 7PF England

MACLARENBABY.COM  
STARCKNETWORK.COM

*for further details please contact*

DUNCAN MILLER  
Attenborough Associates  
Waverley House, 7-12 Noel Street  
London W1F 8NN England

E duncanm@attenborough.net  
T 020 7734 4455  
F 020 7734 4507

FOR  
IMMEDIATE  
RELEASE

UNITED KINGDOM

## About Starck

Starck recalls spending his childhood underneath his father's drawing boards; hours spent sawing, cutting, gluing, sanding, dismantling bikes, motorcycles and other objects. Endless hours, a whole lifetime spent taking apart and putting back together whatever comes to hand, remaking the world around him.

The world's museums are unerring. Paris, New York, Munich, London, Chicago, Kyoto, Barcelona — all exhibit his work as that of a master. Prizes and awards are showered on him: designer of the year, Grand Prix for Industrial Design, the Oscar for design, Officier des Arts et des Lettres, and many more.

Crazy, warm yet terribly lucid, he draws without respite, out of necessity, driven by a sense of urgency, for himself and for others. He touches us through his work, which is fine and intelligent indeed, but most of all he touches us because he puts his heart into that work, creating objects that are good even before they are beautiful.

ED MAE COOPER

*Journalist*

by  
**S+ARCK**<sup>®</sup>

*maclaren*<sup>®</sup>

16 SEPTEMBER 2005

MACLAREN EUROPE LTD  
Station Works Long Bucky  
Northampton NN6 7PF England

MACLARENBABY.COM  
STARCKNETWORK.COM

*for further details please contact*

DUNCAN MILLER  
Attenborough Associates  
Waverley House, 7-12 Noel Street  
London W1F 8NN England

E duncanm@attenborough.net  
T 020 7734 4455  
F 020 7734 4507

## About the products

FOR  
IMMEDIATE  
RELEASE

UNITED KINGDOM

JPMA certified and tested to  
ASTM regulations for Juvenile  
Products + UK, French & EU  
standards

### BUGGY

Sleek continuous frame lines due to a patented in-line elbow joint, for a modern, sophisticated look

Suitable for babies from 6 months old

Lightweight design featuring channelled aluminium tubing

Compact, one-handed fold for easy storage and transport

5-point harness for child's safety

Storage shelf for easy transport of Starck Changing Bag

Includes hood and rain shield

Complete with an attachable storage sack

The fabric on this product has been specifically selected to provide the following highly practical benefits:

sponge cleanable  
quick drying  
stain resistant  
water repellent  
mildew resistant

### TRAVEL HIGH CHAIR

Compact 3-dimensional fold with removable legs for one of the smallest, lightest folded profiles available

Suitable for babies from 6 months

Snack tray and full-size tray included

Loose cover is removable for easy cleaning and has a pocket on the back for tray storage

Trays are dishwasher safe

5-point harness and passive crotch restraint for baby's safety

Includes a carry bag for easy transportation

The fabric on this product has been specifically selected to provide the following highly practical benefits:

washable (loose cover only)  
anti-bacterial  
quick drying  
stain resistant  
water repellent  
mildew resistant

### TRAVEL COT

Suitable from birth

Composite mattress backing

Includes bassinette and changing table insert for convenience

End pockets allow storage of essentials like powder, creams, and nappies

Canopy provides protection from insects and additional shade

Includes a carry bag for easy transportation

The fabric on this product has been specifically selected to provide the following highly practical benefits:

washable (loose cover only)  
anti-bacterial  
quick drying  
stain resistant  
water repellent  
mildew resistant

### CHANGING BAG

Designed to complement the Maclaren by Starck Buggy and hold everything that a mother needs, without compromising style and elegance

Included pouch keeps wet and dry items separate

Closure flap with magnetic attachments doubles as a wipe-dream changing mat

Removable centre divider and pockets allow added flexibility

Adjustable length strap fits parents of various heights

Quilted black fabric and leather accents for a very chic look

Stain resistant fabric

FOR  
IMMEDIATE  
RELEASE

UNITED KINGDOM

JPMA certified and tested to  
ASTM regulations for Juvenile  
Products + UK, French & EU  
standards

BUGGY

DIMENSIONS

1.11m x 0.88m x 0.45m

*open*

1.10m x 0.23m x 0.27m

*folded*

WEIGHT

6.00kg

*stroller*

0.15kg

*shopping bag*

0.15kg

*rain apron*

0.25kg

*hood*

0.35kg

*blanket*

0.80kg

*travel bag*

TRAVEL HIGH CHAIR

DIMENSIONS

0.66m x 0.66m x 1.0m

*open with detachable legs and trays  
complete product*

0.22m x 0.28m x 0.66m

*open without detachable legs or trays  
for travel*

0.55m x 0.28m

*large tray*

WEIGHT

4.85kg

*high chair*

0.55kg

*travel bag*

TRAVEL COT

DIMENSIONS

0.72m x 1.02m x 0.77m

*open*

0.72m x 1.02m x 1.45m

*open with insect net*

0.30m x 0.30m x 0.77m

*folded—packed with mattress*

WEIGHT

8.10kg

*travel cot and mattress*

1.25kg

*bassinet*

0.40kg

*insect net*

0.90kg

*travel bag*

CHANGING BAG

DIMENSIONS

0.20m x 0.38m x 0.31m

*width*

WEIGHT

1.35kg

*changing bag*