

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[®]

maclaren[®]

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

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

UNITED KINGDOM

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