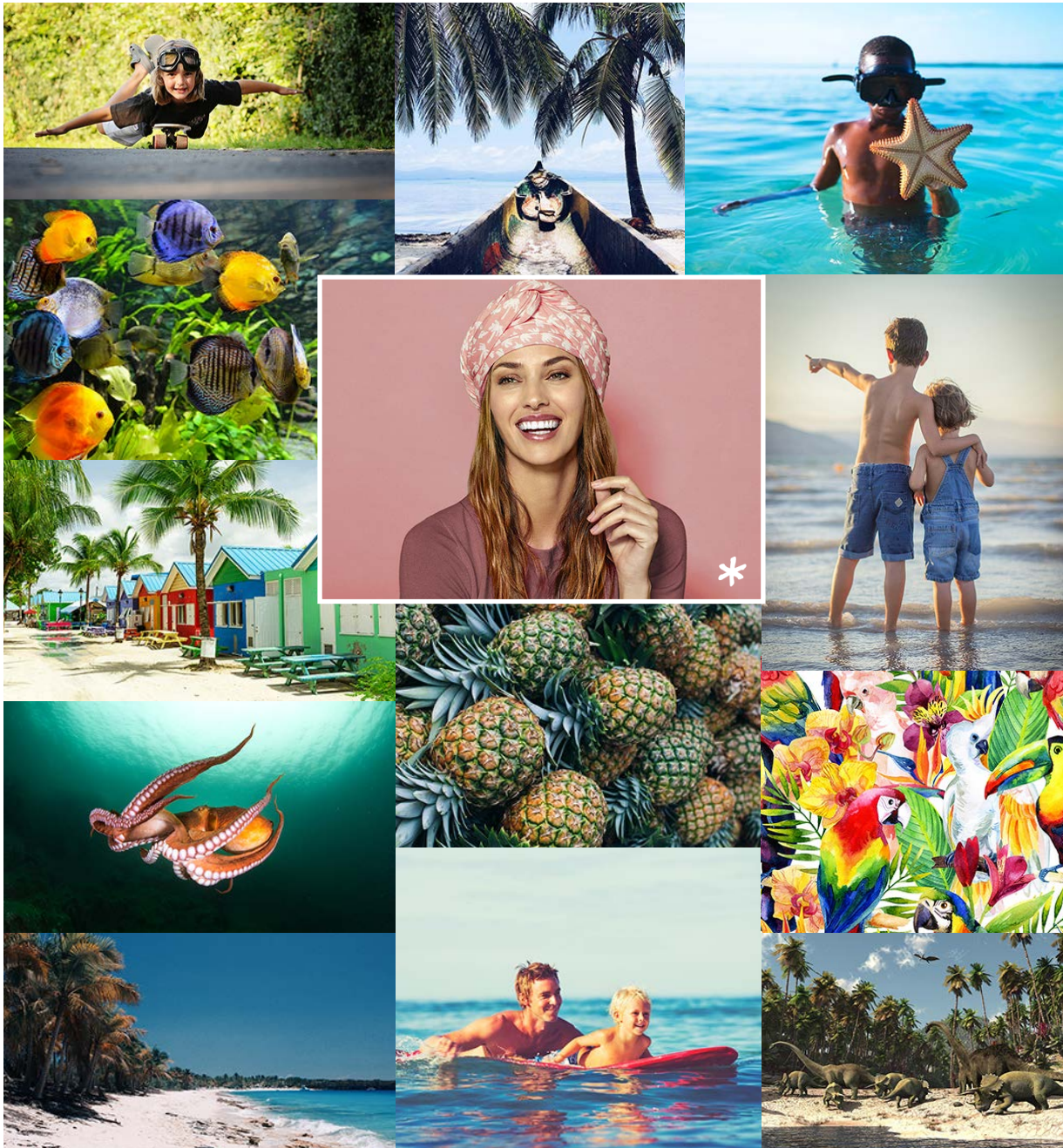


Fun*das

New summer 2019 collection

Island life



Helen Lindes, the new Fun*das bcn face for our summer '19 collection

Helen Lindes, the elegant and stunning international model, presenter, actress and mum, teams up with Fun*das bcn to present the summer 2019 collection.

Our new Fun*das bcn summer 19 collection will delight everybody with 4 new prints whose goal is to encourage our awareness about the important changes our world is demanding – environmental protection, respect for natural resources and the need to adopt a quieter life, in harmony with our and nature's pace.



Thanks to these new daring prints, **Fun*das bcn prove they're capable of constantly reinventing themselves** and leading with values that encourage observation, creativity, originality and the design of environmental-friendly products.

Besides adding new prints and increasing their collection of car seat and buggy covers, **the leading brand in Spain when it comes to introducing fashion into the childcare sector**, is designing new products for your home in order to make your life easier with practical, soft and safe accessories for active and fashion-loving parents

About Helen Lindes

For this new 2019 campaign, Fun*das bcn has teamed up with Helen Lindes who, thanks to her natural & bold personality and her all-the-time fashionable and smart looks, gracefully represents the brand's value – we reinvent ourselves constantly in order to create textile prêt-à-porter accessories that are both comfortable and convenient for modern families who love nature and keep up to date with the latest trends.

Helen Lindes Griffiths was born in Girona, but she moved very soon to Lanzarote. She was very little when she fell in love with the island, thanks to its powerful nature and contrasts and all the outdoor adventures offered by this paradise – by the seaside or in the mountains. She modelled since she was young for the renowned agency Elite, she studied acting and worked as an actress and presenter in different TV formats, like the successful and daring contest "Mira Quién Baila". A sports lover, she's an international model and the image of several prestigious brands. She's married to basketball player Rudy Fernández, with whom she has a son and will soon have a daughter.



Fun*das bcn has trusted again the photographer Jonathan Miller and his top-notch team in order to obtain beautiful and impressive pictures that convey a lot of energy and joy.

That's how we have achieved the perfect combination between Helen Lindes' elegant style and Fun*das bcn's daring prints!

Octopus

Fun*das bcn are joining the awareness campaign about the huge problem of plastic waste in our oceans and the extinction of certain species by paying tribute to one of the smartest invertebrates in our seas.



Their great ability to change and adapt, as well as that immense curiosity that spreads through their tentacles, should be an example for the new generations, who thanks to their ability to adapt to the environment, sociability, kindred spirit and multitasking behaviour will be able to change the world and make it a nicer place.

Deep Stripes

A basic style that evokes the brand's origins and wants to become the ambassador for the mindfulness concept.

Just a balanced stripe with natural tones and a steady pace. With no flashes or distractions.

The brand wanted a solid and optimistic foundation in order to build a new life from the very first moment with no distortions – **happy babies for a balanced future.**



Island Tree

Fun*das bcn wants to use this print to transfer a bit of that Caribbean flow into our lives, since in that corner of the world they know how to lead a quiet, settled down and sustainable life with no rush whatsoever.



Fun*das bcn wants to take us on a trip to the Caribbean so we enjoy the gifts of an exuberant nature and the joy of people dancing, singing and sharing their cheerful and chatty culture.

The brand wants to offer this concept to the new urban families who are aware of the fact that their lives and their children's lives deserve some quality time and sharing experiences that connects them with our nature.

This eye-catching print will take you on an imaginary trip to one of those wonderful islands with giant palm trees, white-sand beaches and turquoise waters so you can switch off for a while from your duties and enjoy your baby's smile, your partner's caring love or the tender look of your parents. **Live slow.**

Baby Dinos

An icon in the collective imagination of children that comes to life every year, besides being extinct, and appears in multiple creative shapes in tales, films, toys or textile products.

From the moment our little ones are born, these dinosaurs awe and take them on great imaginary adventures where they discover amazing worlds. While playing with them, they find out about our planet's evolution and they learn to respect it.

On Fun*das bcn 2019 collection, these little dinosaurs will travel alongside our intrepid dreamers, recreating an image of the past that will help them understand how we've changed so they can build a more sustainable future.



About Fun*das bcn

Fun*das bcn was founded in 2012 in Barcelona by Ariana Marín – a professional with a long family tradition in the world of fashion and design. **She was the first to introduce fashion in the childcare textiles sector with her bespoke covers, which are tailored by local providers for premium buggy, car seat, hammock or high chair brands.** Their designs are 100% trendy and hold exclusive licenses from other successful designers like Miffy® or Mr. Wonderful®.



Fun*das bcn is passionate about design and new trends, that's why the brand constantly reinvents itself in order to offer new products (for your home, your car or your walks) that increase the comfort, convenience and safety of those active, restless, design and new-technology-loving families.

The brand designs the collections on a **wide range of prints and unisex colours for modern families who love travelling** and enjoying outdoor adventures or discovering the city with their little ones.

After 7 years, Fun*das bcn counts with a team of 14 people and an annual billing of approximately 2 million euros. With headquarters in Badalona, **they possess a powerful online store and send their products all over the world.** Moreover, they're present in the best child stores in Spain, France, Italy, Switzerland, Netherlands, Belgium, Germany and **aim to conquer the American market with an increasingly more important presence on Amazon.**

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