

PRESS RELEASE

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TAKE RICEMONSTERS ON THE GO WITH NOODOLL x 24BOTTLES SUSTAINABLE DESIGN



LONDON based design and lifestyle brand Noodoll is launching cute and colourful new special edition water bottles in collaboration with 24Bottles, the Italian design company whose mission it is to unburden the planet from disposable plastic bottles.

Following successful collaborations with other design brands, Noodoll now sets their sights on reducing single use plastic consumption joining forces with 24Bottles, focusing on helping people improve their health and quality of life in an environmentally friendly way.

Almost a year in the making, the new range aims to help minimise the number of single use plastic bottles, which in the UK amount to some 7.7 billion every year, by developing desirable products with great aesthetics.

For YiYing Wang, Founder of Noodoll and long-term advocate of sustainability, this range was the next logical expansion of the product portfolio with the iconic Ricemonster designs.

“Within Noodoll we are all environmentally aware, recycling our boxes, eschewing plastic bags in favour of paper, limiting the use of single use coffee cups – we always strive to reduce how much plastic we use both as a company and as individuals. Since meeting 24Bottles over five years ago at trade show Maison & Objet in Paris, every Noodoll employee now has one of their reusable bottles, we love them!

“As a mother, I want to make sure my daughter also understands the importance of looking after the environment. Pushing back against throwaway culture, I want her to become accustomed to looking after and re-using items which were previously seen as disposable. As a result, we have designed this range with 24Bottles whose founders themselves are environmentally conscious parents, which

we hope to expand on with other similarly sustainable products. Join us in our quest by reducing, re-using, and recycling”

The bottles are made from extra lightweight stainless steel for fast sips and refills on the go, with a leak proof lid and integrated straw to make drinking easy and mess free. At 250ml, they're the perfect size for little hands to hold and easy to carry. These adorable bottles are high quality, sustainably made and uniquely designed for thirsty monsters on the go. In the words of 24Bottles, the fact that a product is functional shouldn't mean it has to be at odds with design:

“At 24Bottles, we believe that good design can change things for the better and can help people improve their health and quality of life as well as their look, in an environmentally friendly way.”

This range is playful, beautiful, and useful to engage the imagination of adults and children alike and fuel awareness of the need to look after the environment.

Noodoll has a combined following of **67K** of Instagram, Facebook, Twitter and Pinterest and has a monthly reach of **273.6K** across all platforms.

Pre-launched at NYNOW in August, you can view them at Maison + Objet, SMART GIFT Hall 2 B12m September 6-10, Villepinte, Paris

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High-res images can be downloaded here: [Noodoll x 24Bottles](#)

Notes to editors:

- For more information on Noodoll go to www.noodoll.com or visit: Instagram/Twitter: @noodoll, Facebook/Pinterest: @ilovenoodoll
- Noodoll was born in 2009 after YiYing Wang published her book 'The World of Noodoll'. Two years later, characters Ricemon and Riceroar leapt from the page, becoming the first in a canon of unique plush toys. Since then, Noodoll has developed into a contemporary lifestyle brand, capturing the imagination of children and adults alike
- Based in a studio-shop in Oxo Tower Wharf, a well-loved London landmark at the heart of creative London, where all Ricemonsters are born before they become fully-fledged citizens of Ricetown
- Noodoll's products can be found in over 300 stockists worldwide including: Fleux, Smallable, Les Raffineurs, Citizen M Hotels, Mama Shelter, Centre Pompidou, 107 Rivoli / Arteum, Le Bon Marché, Saline Royale, and many independent stores