

PRESS RELEASE

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klaaos
DESIGN & DURABLE

KLAOOS PRESENTS "ICONIKA" ITS NEW COLLECTION OF PARASOLS FOR THE OUTDOOR

Since 2018, Klaaos, the **new French brand of designer** parasols and umbrellas shakes up the outdoor shades by offering a contemporary and sustainable products.

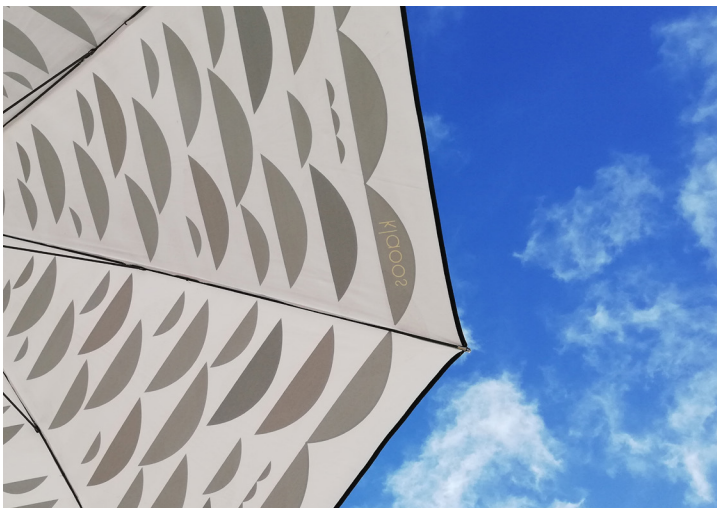
Klaaos' new approach has been prized by **Maison & Objet** and **Nelly Rodi agency**, participated to the famous Paris Design Week, and collaborates with major partners in the French artistic or fashion landscape (Musée de la toile de Jouy, Jane de Boy, ...)

In a booming outdoor market of furniture, Klaaos is the only brand that **offers a fresh and original look to patio umbrellas**, essential object for the sunny days.



The new «Iconika» collection continue to promote Klaaos' remarkable tradition:

- **canvases with elegant and contemporary patterns;**
- **a versatile parasol** that can be moved and repositioned as desired, thanks to its medium size of 250cm wide;
- high-end quality and finishing, with all the **materials and manufacture supplied in less than 1000 km range.**



PRACTICAL INFO:

[Photos of the new collection](#)

[Press kit](#)

[Itw of the founder](#)

[Online store](#)

[Instagram](#)

[Facebook](#)

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The "Iconika" collection consists of five models for the 2021 SS season:

- Lunaire: **a vintage 60's inspiration**, with some orange touches alternating black and cream colors.
- Lunaire noir: Monochrome black/cream iteration of the Lunaire, **contemporary and elegant**.
- Rosée: **shades of green and blue**.
- Botanica: Illustration echoing the **leafy and lush herbaria**.
- Stella bleu nuit: **iconic model of the brand**, sober but distinctive.



For the second year in a row, **Klaos collaborates with the «Musée de la toile de Jouy»** with a **contemporary interpretation of the "Indianneries"** which made the success of the French fabrics for over 200 years. Two models from this collaboration :

- «Toile de Jouy by Klaos vert d'eau»
- «Toile de Jouy by Klaos ocre»

ABOUT:

KLAOS is a French brand founded In 2018 and which offers **PATIO, BEACH AND RAIN UMBRELLAS** with an innovative look. Our headquarters are located at **DARWIN ECO-SYSTEM, IN BORDEAUX**, an emblematic place that brings together companies linked to ecological transition and sustainable development.

Klaos is a **COMMITTED BRAND**, our DNA is based on this double aim for design and sustainability, with **100% MADE MANUFACTURING MADE IN EUROPE**, using **RECYCLED** or **ETHICAL MATERIALS**, responsible manufacturing, and a **HANDCRAFTED ASSEMBLY**.