

PRESS RELEASE

kywie unveils New Identity and Product Range at Maison & Objet 2024

Amsterdam, 15 July 2024 - **kywie**, conceived 10 years ago, has captured hearts worldwide, earning accolades as 'the best passive cooler in the market' and gaining international recognition for its innovative, sustainable design.

As **kywie** looks ahead to its next decade, the brand is expanding its portfolio beyond bottle coolers, keeping its beloved sheepskin at the core. This natural material boasts unique qualities such as bio-insulation, dirt and moisture repellence, and biodegradability.



For Natural Culinary Moments

kywie is all about sheepskin and natural materials, intrinsically linked to moments of culinary enjoyment—whether it be a tasting, a poolside aperitif, an exquisite dinner, or a cozy barbecue. New products will further explore culinary and social moments around the table.

Additionally, the cushioning and protective functions of wool will be featured in a line of temperature-protective, fashionable accessories for daily use, including phone and laptop sleeves, and the cosiest imaginable.



New Product launches



kywie Tulip

While our beloved “Amsterdam” leaves the new KYWIE logo, the connection to Europe, and the Netherlands in particular, remains strong. Amongst others, the Texel Sheep still add a woolly layer to the collection, production is done manually in Europe and now the newest model is named after Holland’s most famous flower.

kywie Tulip redefines the cooler with a minimalist design crafted from just two panels, resulting in an organic and hyper elegant shape. The Tulip is also a subtle nod to the wine and champagne industry.

The **kywie Tulip** model will be available in three new neutral colours: Stone, Black and Khaki.





kywie Lite



On a mission to eliminate wasteful ice buckets in restaurants and keep water bottles cool, **kywie** introduces a model designed for water bottles, priced attractively under 50 euros.

Utilizing thinner sheepskin parts, this product maximizes material efficiency and reduces waste, making the Original Passive Cooler accessible to all.

The **kywie** Lite will also be available in a travel version for all water users on the go under the name **kywie** Travel Lite. Both models will be available in a beautiful new colour: Blue Jeans.



kywie Phone Home



A curly woolly accessory that holds and protects your daily essentials. This over-the-shoulder case is an organic, eclectic fashion accessory that keeps your phone within easy reach, continuing **kywie**'s love for functional, aesthetic products made from natural materials.

A Refined Visual Identity



This vision for the future is accompanied by the reveal of a new, refined visual identity. The soft embrace of the logo remains, but it is given more space and air to breathe, a homage to the cool air captured between wool particles—the secret to **kywie**'s passive functionality. Each product will feature an iconic button, a recognizable element that signifies the originality of the trademarked brand.

While the visual identity evolves, **kywie** maintains a strong adherence to its core values. Since day one, no product, packaging, or display leaves the design process without being functional, aesthetic, and sustainable. These elements remain the guiding principles through the collection and new brand.

Maison et Objet

For those who want to be the first to see, touch, and hear everything about this significant step in **kywie's** evolution, the team invites you to join them from September 5 to September 9 in Paris for Maison et Objet.

We will also be at showUP in **kywie's** cradle The Netherlands, which takes place on 1 & 2 September 2024 in Den Bosch. Further new products within the same woolly concept can be discovered during these shows.



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