



**Danish
design**





SEBRA INTERIOR

NEW SEASON

Welcome to our SS19 look book and welcome to another season full of joyfulness, life and colours of spring and summer.

Inspired by the Danish outdoors and animals from all over the world we would like to introduce a Spring/Summer collection with feel-good vibes and excitement – the feeling you get when you see the first ladybird or green leaf after a long winter or when harvesting the finest vegetables in your garden on a warm summer's day.

Featuring "honey mustard" and "moss green" colours, new materials and surfaces, updated Sebra classics, some brand-new designs and an extra product category with six new, certified and allergy-friendly baby skin care products arriving in a time where organic, natural origin ingredients free from harmful chemicals and artificial fragrances with a lower environmental impact are high on the agenda.

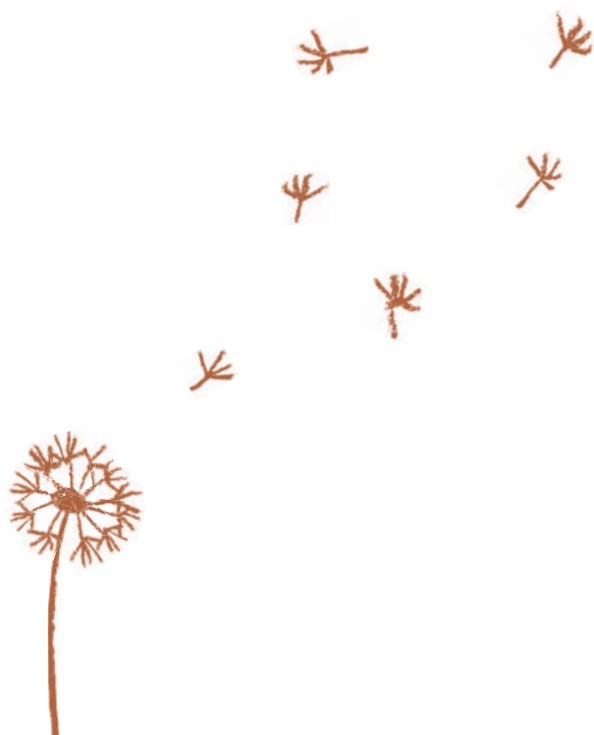


It is not just a toy, bed linen or furniture – it is a lifestyle. When you select a product from Sebra, you choose a dedicated Danish children's interior brand that focuses on safety, functionality and quality. The Sebra range is characterised by a Scandinavian simplicity, and the majority of the collection is made from authentic materials – including wood, wool and organic cotton.

At Sebra, we believe that creating a joyful home with space for children and their creativity does not mean having to make aesthetic compromises.

Therefore, we have made it our vision to create quality products filled with joy for playful children and their style-conscious parents.

We hope you like it.



WELCOME TO OUR GARDEN

Gardens are wonderful for a variety of reasons. They can supply local food, help the planet and allow you to get outside with your kids on a regular basis.

The garden is a real playground – a place for kids to grow and care for plants, study nature and enjoy sensory play and with our new collection we want to bring this amazing environment inside.

The Garden theme consists of organic bedding certified by the Global Organic Textile Standard (GOTS) illustrating small, sweet drawings of insects, plants, fruits and vegetables. Explore the ladybird on her way across the lawn with two ants and a grasshopper, while the snail has passed by the area with mushrooms. Somewhere else busy bees are enjoying fruits in their effort to turn nectar into honey.



New baby toys are also part of the new Garden theme, introducing a playbook with colourful elements from the garden including effects for sensory play. Three handmade rattles: a lemon, a carrot and corn on the cob, which are suitable for infants and can also evolve with the child as they can be used as pretend play food e.g. in the play kitchen when the rattle feature gets boring, providing a toy with longevity.





RECIPE

LEMONADE

Ingredients

160 g organic cane sugar

1 litre of water

Juice from 4 organic lemons



Method

In a small saucepan, combine sugar and 2 dl of water.

Bring to boil and stir to dissolve sugar.

Allow to cool to room temperature, then cover and refrigerate until chilled.

Remove pips from lemon juice, but leave pulp.

In pitcher, stir together chilled sugar syrup, lemon juice and remaining water.



GARDEN

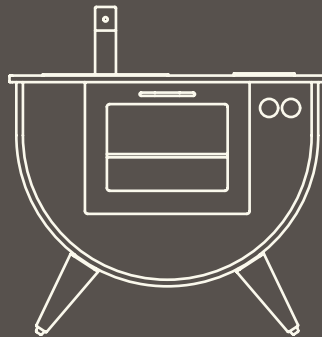






CLASSIC TOY

PLAY KITCHEN



SINCE 2014 THE PLAY KITCHEN HAS BEEN PART OF THE SEBRA TOY RANGE AND IT HAS BECOME ONE OF OUR CLASSIC TOY ITEMS, MEANING THAT IT IS A REGULAR PART OF OUR COLLECTION, CHANGING COLOUR OCCASIONALLY TO KEEP UP TO DATE WITH WHAT IS TRENDING.

THE WHOLE FAMILY WILL ENJOY THIS WOODEN KITCHEN, AND THE LITTLE ONES CAN REALLY DEVELOP THEIR COOKING SKILLS AND IMAGINATION WHEN MIMICKING MUM'S AND DAD'S ACTIONS IN THE KITCHEN USING THE MINIATURE VERSION.

THE KITCHEN CALLS FOR ACTIVE PLAY, COOKING AND CAKE BAKING AND EVEN THE SMALLEST CHEF WILL HAVE PLENTY OF OPPORTUNITIES TO TEST THEIR SKILLS PLAYING WITH THE PLAY STOVE.

WOODEN TOYS ARE DURABLE AND, WHEN PROPERLY CARED FOR, CAN LAST FOR GENERATIONS AND REDUCE THE PLASTIC FOOTPRINT.

MIX AND MATCH AS YOU LIKE

SHARED ROOM

Many families are finding themselves faced with the task of transitioning a child's room to a shared siblings room when awaiting the arrival of a new baby or twins, or when moving and downsizing in bedrooms becomes a necessity. Some just like the idea of siblings sharing a room.

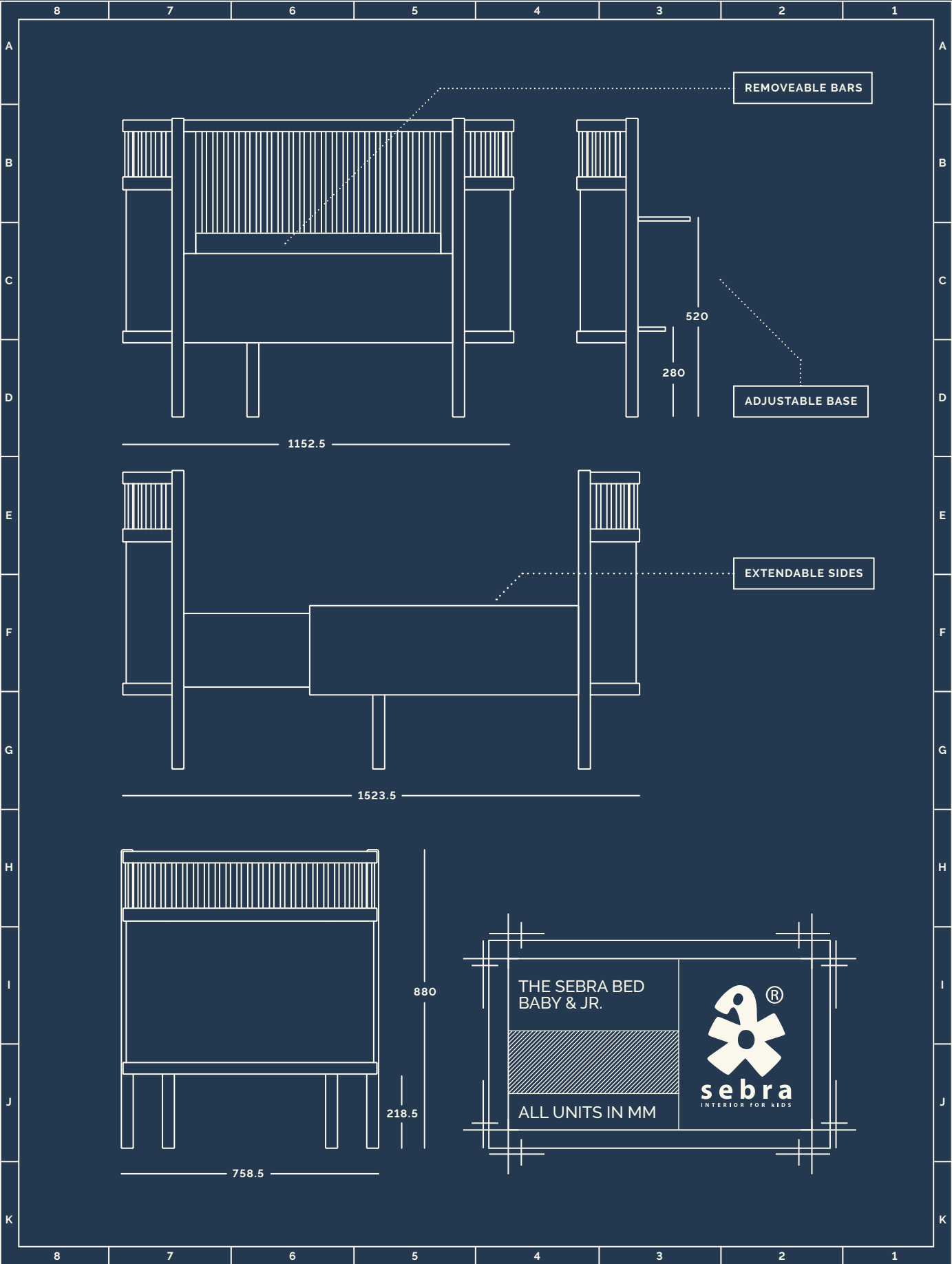
Whether you have one child or several, you will find products in the Sebra collection that can easily be mixed and matched, will suit both genders and can have a second lifecycle.



Kids often want the same stuff, but as a parent having two of everything is not always a joy.

In the Sebra collection you will be able to find products that are alike – but in different colours, shapes or prints.





SOFT AND COMFORTABLE MATTRESSES

Getting the right kind of mattress in the right quality for the baby can be a stressful situation. At Sebra we offer 2 different mattresses that are made to fit The Sebra Bed, Baby & Jr.:

The Sebra Mattress, Classic

- 100% cotton cover
- Ultra-Fresh Antimicrobial Protection treatment
- OEKO-TEX® polyether foam
 - free from any additives

The mattress' cover has been treated with Ultra-Fresh Antimicrobial Protection – an OEKO-TEX®-listed treatment which ensures an antibacterial and hygienic environment for your child.

The Sebra Mattress, Harmony

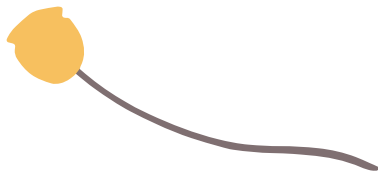
- 100% cotton cover
- Ultra-Fresh Antimicrobial Protection treatment
- OEKO-TEX® certified Pantera® foam
 - 7 year warranty

The mattress' core is made of Pantera® foam, which is known for being breathable, comfortable and sustainable. This means that the mattress deflects heat and moisture, creating a comfortable, balanced sleeping environment for the child.

The top of the mattress' core has been cut into squares, helping to distribute weight and give your child good support.

The mattress' cover has been treated with Ultra-Fresh Antimicrobial Protection – an OEKO-TEX®-listed treatment which ensures an antibacterial and hygienic environment for your child.



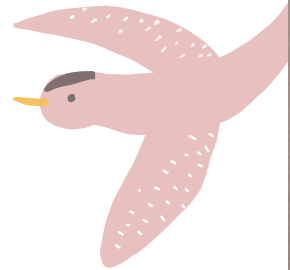
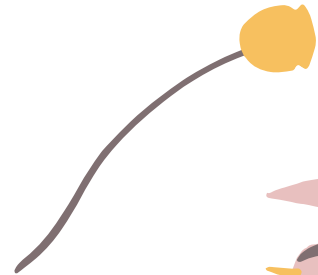
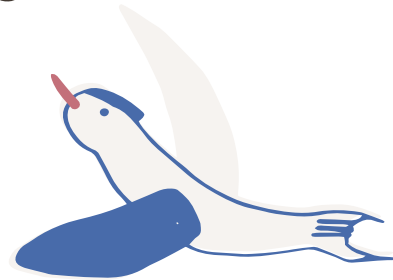


FLY HIGH

SINGING BIRDS

The Singing Birds collection was introduced in Summer 2018 and invites you into a lovely environment with beautiful flying birds and colourful flowers. The inspiration was found in some of our first prints and in our gardens.

Singing Birds comes in a colour scheme with dusty pink as the main colour and is combined with shades of red, yellow and contrasting blue and green.



The existing collection has been updated with new matching items like a handmade baby mobile and a dinner set made from 70% biodegradable and environmentally friendly materials, including bamboo fibre and corn starch.

The product is free from PCP, formaldehyde, phthalate and BPA and complies with the REACH Regulation (European regulation), LFGB-standard (German regulation) and has been approved by the Danish Veterinary and Food Administration.







reddot design award
winner 2016



CLASSIC TOY

BABY GYM

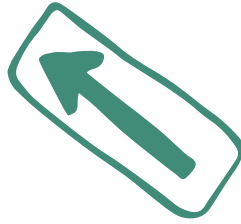


SINCE 2016 THE STYLISH, DANISH-DESIGNED BABY GYM HAS BEEN IN OUR COLLECTION – PROVIDING ENTERTAINMENT FOR THE SMALLEST. THE BABY GYM WAS AWARDED THE INTERNATIONAL “RED DOT” DISTINCTION FOR HIGH DESIGN QUALITY IN ITS LAUNCHING YEAR.

THE BABY GYM IS MADE OF WOOD AND DESIGNED IN A BEAUTIFUL ARC SHAPE THAT ENCIRCLES THE CHILD AND MAKES PLAYTIME ON THE FLOOR A PLEASURE BOTH FOR THE CHILD AND FOR THE PARENTS' EYES.

THE BABY GYM CREATES A SAFE ATMOSPHERE AROUND THE CHILD AND THE SUSPENDED DEVELOPMENT AND EXPLORATION TOYS HELP STIMULATE THE CHILD AND TRAIN THEIR MOTOR SKILLS AND COORDINATION. IN THE FIRST YEAR, THE CHILD LEARNS TO FOCUS THEIR EYES AND REACH OUT. PLAYING AT THIS STAGE IS ABOUT EXPLORING AND LEARNING ABOUT THE THINGS THAT SURROUND THEM.

THE BABY GYM COMES WITH 8 DIFFERENT TOYS INCLUDING A MIRROR, TWO PRETTY BIRDS WITH BELLS AND A CLOUD WITH RAINDROPS – TOYS WHICH ENCOURAGE THE BABY TO SPEND TIME EXPLORING AND LEARNING.

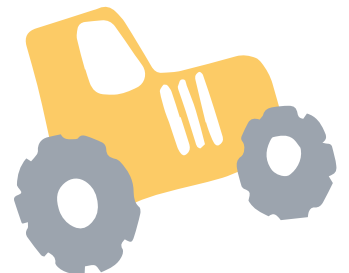
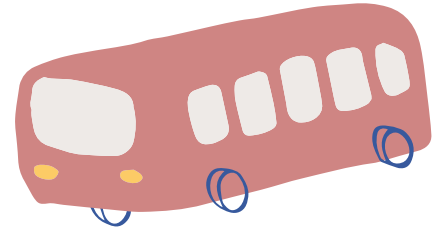


LET'S RIDE

LITTLE DRIVER

The Little Driver theme illustrates vehicles, road signs and tools. The collection is created for the child who loves things that go "honk", "beep" and "vroom".

The various elements in the print and the collection come in a colour scale ranging from deep, dark blues over to a light dusty blue combined with clear and saturated elements of green and grey as well as contrasting red and mustard colours.



The existing collection has been updated with new matching items including a transparent drinking bottle and a lunch box with a removable divider to easily separate different kinds of food. Both items with illustrations from the theme, BPA-free and perfect for school, nursery or sports clubs when thirst or hunger arises.









CLASSIC TOY

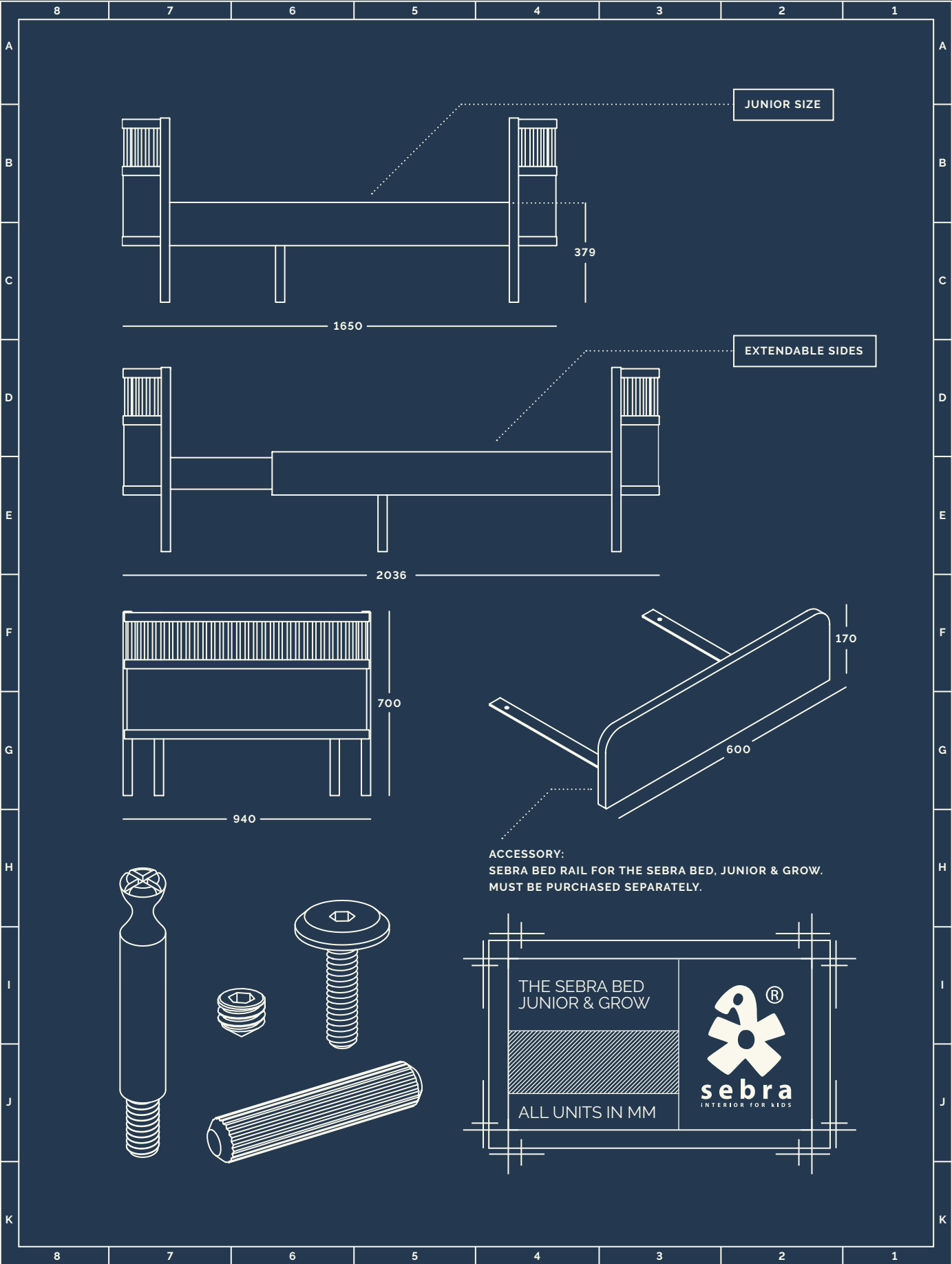
DOLL'S HOUSE



A NEW WOODEN, DANISH DESIGNED TOY RANGE FOR HOURS OF PLAY INCLUDING A DOLL'S HOUSE, FOUR FURNITURE SETS AND A FAMILY WITH PETS, ALL TESTED AND 3 SETS ALREADY SUITABLE FOR PLAY FROM AGE 1. NO LONGER A BABY, JUST BARELY A TODDLER - AN AGE WHERE YOU CAN EASILY INSPIRE WONDER AND STIMULATE EARLY LEARNING. ALL TOYS ARE SAFE AND GENTLE FOR CURIOUS LITTLE ONES READY TO EXPLORE AND PRETEND PLAY. THE HOUSE OFFERS SPACE FOR EVEN SMALL CLUMSY HANDS AND THE FURNITURE, FAMILY CHARACTERS AND PETS ARE NOT TOO SMALL, MAKING THEM EASY FOR A SMALL CHILD TO MOVE AND POSITION PARTICULARLY BECAUSE THEY STAND EASILY.

THE DOLL'S HOUSE, FURNITURE, FAMILY FIGURES AND PETS ARE BEAUTIFULLY CRAFTED USING SIMPLE, FUNCTIONAL SHAPES. THE WOODEN BEDROOM FURNISHINGS INCLUDE A MINIATURE VERSION OF THE DANISH DESIGN ICON "THE SEBRA BED, BABY & JR." ORIGINALLY DESIGNED BY ARCHITECT, VIGGO EINFELDT IN 1942-43, AS WELL AS MINIATURE VERSIONS OF, "THE SEBRA WARDROBE" AND "THE SEBRA CHANGING UNIT".

WOODEN TOYS ARE DURABLE AND, WHEN PROPERLY CARED FOR, CAN LAST FOR GENERATIONS AND REDUCE THE PLASTIC FOOTPRINT.







NEW PRODUCT CATEGORY

BABY CARE

We are proud to present a brand-new category to complement our existing collection with six new, organic certified and allergy-friendly care products for babies and their families. This baby skin care product line has been developed and produced in Denmark and is for parents looking for a purer baby care product range formulated using naturally-derived ingredients with a lower environmental impact.

A baby care product range having no less than four recognised certifications and arriving in a time where organic, natural ingredients free of harmful chemicals and artificial fragrances are high on the agenda.

The Sebra Interior baby care product range are made of 98-100% natural origin ingredients and every product is labelled vegan by The Vegan Society, certified organic by Ecocert Cosmos and is recommended by Asthma Allergy Nordic. Furthermore, each product holds the Nordic Swan Ecolabel (the official Nordic ecolabel) where the objective is to reduce the overall environmental footprint of the production and consumption of consumer goods looking at the entire product's life cycle - for the benefit of people, the environment and the earth's resources.



Top to Toe Wash

A 3in1 wash; body wash, shampoo and mild bubble bath for babies and their families. Created with 99% natural origin ingredients including aloe vera and formulated to cleanse. No added perfume or colourants, making it allergy-friendly and gentle even on sensitive newborn skin.

Foamy Shampoo

An easy to apply, self-foaming hair wash for babies and their families. Created with 98% natural origin ingredients including aloe vera. No added perfume or colourants, making it allergy-friendly. The gentle and pure foam texture makes bath time and washing hair fun for little ones and easier for parents.

Pure Lotion

A mild and nourishing fast-absorbing body lotion for babies and their families. Created with 99.6% natural origin ingredients such as aloe vera, shea butter and olive oil. No added perfume or colourants, making it allergy-friendly.

Soft Oil

A multipurpose skin moisturiser: baby massage, bath oil and cradle cap treatment for babies and their families. Created with 100% natural origin ingredients such as almond, sunflower and apricot oil. No added perfume or colourants, making it allergy-friendly. Soft and moisturising oil ideal for preventing and treating cradle cap as well as baby massage and moisturising the skin.

Multi-relief Cream

SOS cream and treatment for extra care and moisture for babies and their families. Created with 99.6% natural origin ingredients such as aloe vera, shea butter and olive oil. No added perfume or colourants, making it allergy-friendly. Formulated to treat sore skin and protect sensitive areas, e.g. areas exposed to the elements: lips, cheeks, nose and hands. Also useful as nipple cream, soothing sore and cracked nipples caused by breastfeeding.

Zinc Cream

A nappy cream for preventive and nappy rash treatment. Created with 100% natural origin ingredients such as aloe vera, cocoa butter, olive oil and shea butter. No added perfume or colourants, making it allergy-friendly. Formulated to protect and soothe nappy rashes and helps to reduce skin inflammation.

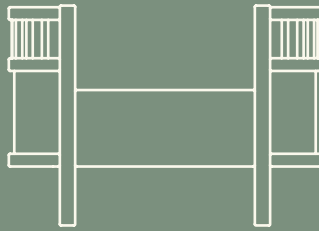






CLASSIC TOY

THE SEBRA DOLL'S BED



THE SEBRA DOLL'S BED IS BASED ON THE DESIGN OF THE SEBRA BED, BABY & JR., THE ICONIC BABY AND JUNIOR BED, ORIGINALLY NAMED JUNO, DESIGNED BY VIGGO EINFELDT IN 1942-43.

THE SEBRA DOLL'S BED MEASUREMENTS ARE IN PROPORTION WITH THOSE OF THE SEBRA BED, BABY & JR., AND THE DESIGN IS BASED ON THE CLASSIC ROUNDED CORNERS AND THE FAMILIAR GABLES WITH BARS, GIVING THIS DOLL'S BED A VERY SPECIAL AND STYLISH LOOK.

THE SEBRA DOLL'S BED LOOKS LIKE THE SEBRA BED, BABY & JR. IN THE STAGE WHERE THE BED IS NOT YET PULLED OUT, BUT WITH THE SIDEBARS REMOVED. THE STAGE WHERE THE CHILD IS BIG ENOUGH TO CLIMB OUT OF THEIR OWN BED AND ONTO THE FLOOR TO PLAY WITH THE DOLL'S BED, DOLLS AND STUFFED ANIMALS.

NEW THEME

WOODLAND



In the wood you will find all kinds of cute animals like the racoon, fox, owl and bear. These creatures have been our inspiration for a new and updated collection of soft toys and activity toys. Some are good at hugging and comforting other at entertaining and exploring, but all are irresistibly cute each with their own personality.

The Woodland animals comes in different shapes and materials and include rattles, a pram chain, a tilting toy, two different kinds of activity toys - a spiral and a car seat toy, in different colours and materials.

All crocheted toys are handmade, which is why each rattle is unique and has its very own charm.





SOFT TOYS

MEET OUR NEW FRIENDS

Like all of our products, the soft toys have been designed in Denmark. They are, like every other Sebra design, tested according to European Standards and conform with health, safety and environmental protection standards for products sold within the European Economic Area.

Our toys, including the soft toys, are CE marked which declares that the products meet the legal requirements for CE marking.

Our crocheted toys are handmade, making every product unique and with its very own charm.

Rebel the racoon

Rebel the Racoon, a superhero lookalike, but really just a little fellow that likes splashing in muddy puddles and discovering cosy hideouts. A perfect companion for little adventurers! Often, you'll find Rebel at the foot of the bed - maybe being rebellious or perhaps just because Rebel wants to keep your little one's feet warm.

Milo the bear

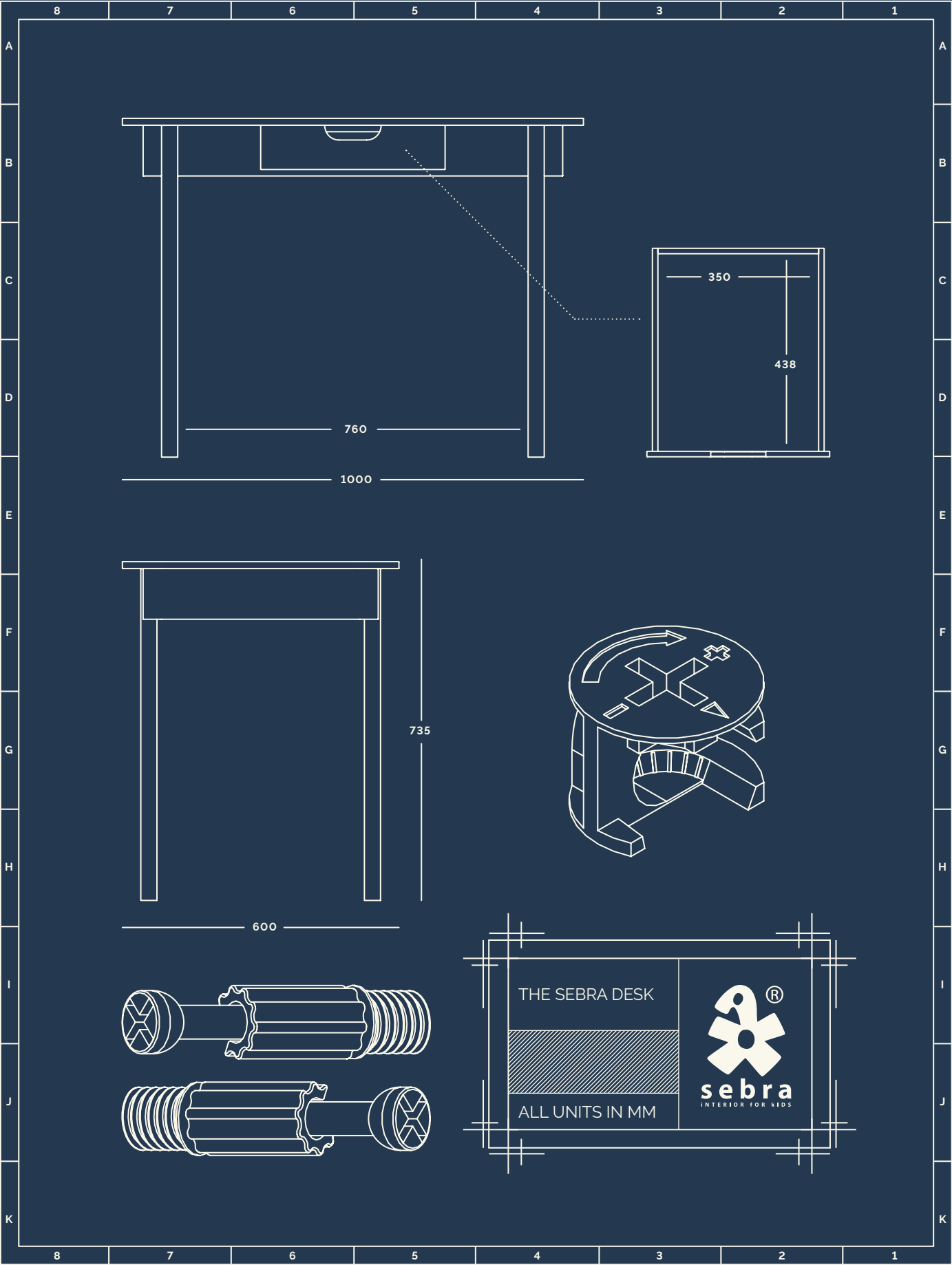
Milo is a courageous little buddy, always ready to help a friend in need. A champion and friend you can always trust and who will keep all of your secrets. This bear's favourite thing to do is build cosy and peaceful dens - both indoors and outdoors. Afterwards, especially when it gets dark or cold, a good, long nap is needed, but you can still be sure this life companion is watching over your little one - even if it looks like the bear is sleeping.

Siggy the rabbit

Always in search of exciting new places to explore and that is also why Ziggy embraces life away from a screen. Real life activities and fun workouts are the favourite pastimes of this little carrot-loving runner. Ziggy the rabbit is adventurous and fast, but what motivates a quick rabbit is company. Doing things, playing games and exercising together is much more fun, from baby exercise to fun toddler running or school child jumping.









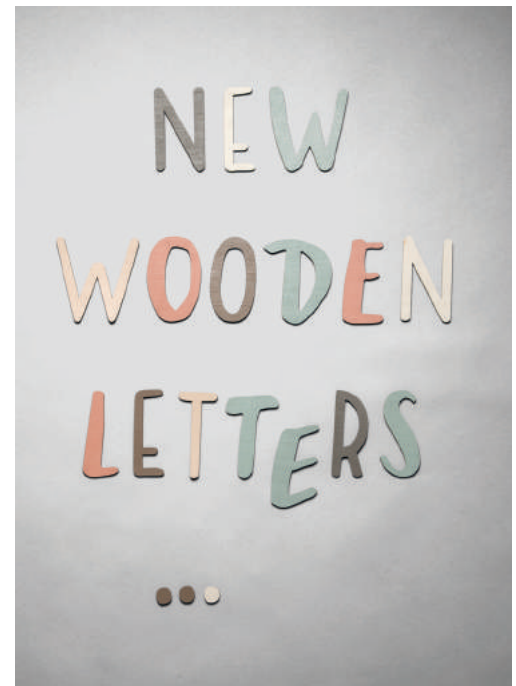


CHILDREN'S CRAFTS CORNER

SPACE FOR INSPIRATION

Create an area for fun, creativity and learning. A kids' craft corner with space to creatively explore, for doing artwork or homework.

The Sebra Desk is a practical and slimline desk that can be used as a table in the children's room, office or wherever there is space for a craft and study corner.



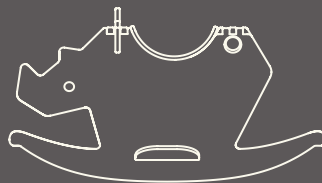
The table is made in the same light and elegant style as the other furniture in the Sebra Furniture Family, with rounded corners.

The desk has a small drawer in the centre and together with a wall organiser, a suitcase for storing drawings, fun decorations using letters, numbers and maybe a poster and some wall hooks for hanging equipment, you have suddenly created a space where your little one can express her or himself.



CLASSIC TOY

I ROCK



A CLASSIC AND AESTHETIC ROCKING RHINO MADE OF WOOD AND WITH REVERSIBLE SIDES.

THIS BEAUTIFUL AND EASILY RECOGNISABLE DESIGN IN THE FORM OF A RHINOCEROS IS CERTAIN TO ENTERTAIN THE CHILD FOR HOURS ON END AND CAN HELP DEVELOP MOTOR SKILLS AND BALANCE. THE CHILD CAN SIT ON A SEAT ON THE RHINOCEROS' BACK AND PUT THEIR FEET ON THE TWO FOOT RESTS. THE RHINO'S EARS ACT AS HANDLES.

THE REVERSIBLE SIDE PANELS ALLOW YOU TO SWITCH BETWEEN TWO COLOURS ON THE ROCKING RHINO. THE COLOURS, WHITE AND GREY, HAVE BEEN CAREFULLY SELECTED TO COMPLEMENT THE RAW WOOD EDGES.

EASY AND COMFORTABLE

NAPPY TIME

An updated and extended series of functional and quilted bags including two practical changing bags with soft, padded and removable changing mats, for easy nappy changes on the go, two spacious Mummy/Daddy bags for day trips or to be used as an alternative changing bag and two additional foldable changing mats that are easy to pack, take up very little space and easily fit into any changing bag or ordinary bag are launched with the Spring Summer collection 2019.

All 6 items come in two colour variants: classic grey with light brown PU leather details or royal blue with dark brown PU leather details. The bags are equipped with plenty of space for nappies, soothers, clothes, toys etc.



The changing mat can be folded and secured with a PU leather strap so that it looks like a small bag /clutch with a strap.

The bag is easy to carry by hand using the two handles, or over the shoulder as the bag also comes with an adjustable shoulder strap that can be used as a crossover.





NAPPY BAG CHECK LIST



Nappies

Wet wipes

Nappy sacks for dirty nappies/soiled clothes



Skin care (zinc lotion, multi relief cream – sunscreen if needed)

Sanitising lotion for your hands



Cloth nappies / muslin

Spare outfit for baby

Extra top for you (just in case)

Nursing pads (if you are breast feeding)

Bottle and formula (if you are formula feeding)

Portable changing mat (if you use an ordinary bag)



A dummy clip (if needed)



A favourite toy or two



Wallet/purse

Mobile phone



Keys

Bottle of water

Snack









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