

STOKKE®

Xplory News, March 2011



Stokke® Growing together.

TREND Light Green



New LIGHT GREEN colour March 2011

Current GREEN discontinued when empty Q1-Q2



RED- In line with trends and classic at the same time.
Recommended for shop exhibitions



LIGHT GREEN- Bright, and in line In line with fashion



PURPLE- Still in trends and in line with fashion



DARK NAVY- classic colour for the sophisticated or conservative buyer



BLUE - A colour that will stay in fashion for the coming year



BEIGE- classic colour for the sophisticated or conservative buyer

Stokke IzISleep March 2011



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Accessory collection



Blanket colour update

NEW Green Multi Stripe
replacing Purple Multi Stripe



Red Multi Stripe continue



Summer Kit 2011 update based on user feedback

Softer material, “peach” surface

Canopy ventilation like basic canopy + Canopy visor

More sophisticated and classical patterns



Beige Dots



Blue Plaids



Pink Pixels



Mom's never get enough PINK



Limited edition Pink



Limited Edition PINK forecast 6200 units!

Pink Limited Edition sales package, all in 1 box



One box mandatory for all markets

Separate Accessory Items



Limited edition Pink How will you use it to get attention?

Possible cooperation with “Pink Ribbon” org to be executed locally
High interest for Limited edition in Social Media



Stokke Xplory Collection March 2011



Stokke PramPack - A travel bag for all strollers!

Get it in the shop also outside Stokke area to emphasize that it is for all strollers



Product samples available, please contact me with your need

Lets go and
explore together!