

Elodie

BRAND INTRODUCTION

Elodie tagline and boilerplate



Making life with children even more beautiful.

Elodie is a Swedish design brand with a wide assortment of well-designed Baby accessories, Strollers, Stroller gears, and Eat products with high functionality for life with babies and toddlers between 0-3 years.



Scandinavian design for style-minded parents

Elodie Details was founded in Stockholm 2005 by Linda Sätterström, mother of two, when she designed her first Pacifier Clip for her daughter. Today Elodie has grown into a multi-national brand with customers all over the world and no outside investors. The company is still fully owned by Linda, who acts as CEO and Creative Director.

“Our products are made for conscious parents who appreciate good design in all aspects of life.”

Brand Values

DESIGN

We are design-driven in everything we do, because we passionately believe that beautiful design brings happiness to life.

FUNCTION

We know how to combine form and functionality to make life with children easier. We never rest until our products win best-in-test.

CREATIVITY

We use our creative mindset to drive the industry forward. Smart solutions, upcycling and innovative product developments are part of our DNA.

High Quality & Safety



1. High Quality

At Elodie, we are dedicated to high quality. We carefully select all our materials and trims, never using ready-made components. Our goal is for our products to be durable enough to be used by at least three children.



3. 20 Years experience

With 20 years of experience in product development and production, we hold a strong and secure position in the market. We know how to create products that are both innovative and meet safety standards.



2. Code of Conduct

We have a Code Of Conduct that each supplier must sign. This contract ensures that our suppliers treat their employees and workspaces by ethical means and follow standard regulations for safety and health. Shifting producers undermines trust; we highly value our producer relationships and visit them regularly.



4. EN-Standards

We follow all given EN-standards, CE standards and REACH, and make regular tests with professional tests institutes as SGS. All our reports are structured and available to our partners.

4 Sustainability Principles

At Elodie we recognize the contradiction between an industry driven by consumption, and the concept of sustainability. So, instead of identifying as a sustainable brand, we want to show you how we aim at becoming the most responsible version of ourselves. Our goal is that by 2026, every product in our assortment will be produced according to one or several of our four Production Principles.



1. RECYCLED MATERIALS

Whether it is Polyester from **PET-bottles** or **recycled cotton**, every material that is re-used rather than new produced is a win for the environment.



2. PLANT-BASED MATERIALS

Plastic is petroleum-based and not a renewable resource. By mixing in plant-based fibers we can create materials that requires less **limited resources** and are more bio-degradable than ordinary plastic.



3. UPCYCLING

We help our customers **reduce their overall consumption** by upcycling and re-using our products.



4. MADE TO LAST

We develop all our products from scratch, which means we can control every single quality aspect of them. To qualify for this principle, a product must pass the test of being used for **a minimum of three children**.

The Business



30+

Markets
worldwide



25

Employees
HQ Stockholm



23

Distribution
Partners



40+

Product
Groups



The Partners

Selective Partnerships with Over 2,000 Premium Retailers



CHILDRENSALON

SINCE 1952

Fantastic Baby & Mama's
blossom39

mothercare

BABYPARK

LAPIN HOUSE

Prenatal

ÅHLÉNS

Aubert

bienvenue dans votre famille

ORCHESTRA®

mom♥store

Boozt

El Corte Inglés

babymarkt

BABY KOCHS

since 1877

Four Segment



MONDO STROLLERS

MONDO travel stroller with Carry Cots, Car Seat Adapter and other accessories.



STROLLER ACCESORIES

Universal fit Footmuffs, Changing Bags, Seat Cushions, Rain Covers, Stroller Mittens, etc...



BABY GEAR

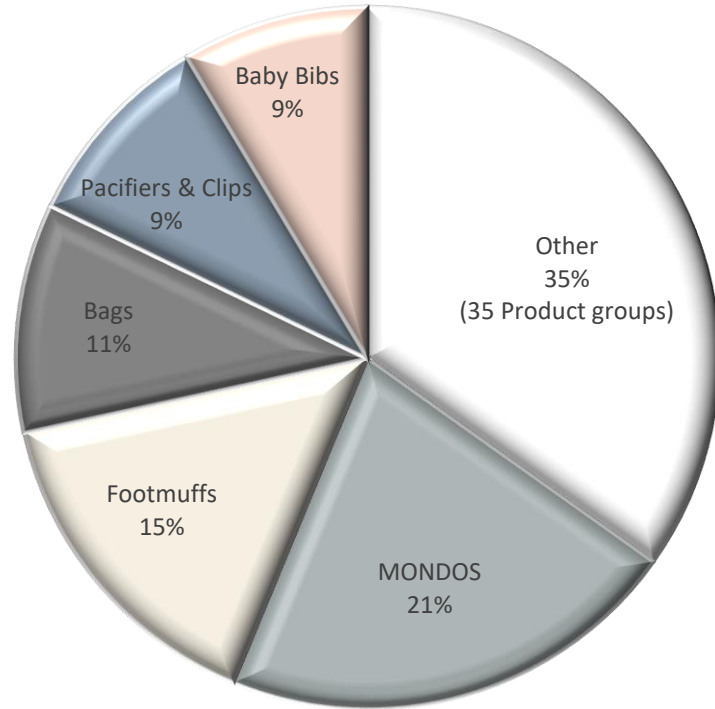
Pacifiers, Pacifier clips, Babynest, DryBibs, Blankets, Headwear, etc...



EAT

GRACE high chair, Baby Bibs, Dinner sets, Bowls, Waterbottles, Cutlery, etc...

The 5 Big Bets! (65% of our turnover)



Mondo Strollers



Footmuffs



Bags



Pacifier and Clips



Baby Bibs

Footmuffs

Superior Warmth

Generous padding and lining for ultimate comfort in cold weather.

100% Recycled Materials

Sustainable inside and out.

Universal Fit

Compatible with 95% of strollers on the market.

Made to Last

High-quality construction, designed to be used by more than 3 children.

Practical Temperature Regulation

Features a fold-down lid for adaptable warmth.



Lavender Love
50500207205NA
Recycled Material

Dalmatian Dots
50500211416NA
Recycled Material

Hazy Jade
50500210185NA
Recycled Material

Fairytale Forest
50500208421NA
Recycled Material

Silver Sheen
50500209207NA
Recycled Material



Free Bird
50500202412NA
Recycled Material

Blue Garden
50500203410NA
Recycled Material

Aviator Brown
50500204198NA
Recycled Material

Blushing Pink
50500141151NA
Recycled Material

Aviator Black
50500127128NA
Timeless



Utility Green
50500205199NA
Recycled Material

Pebble Green
50500142193NA
Recycled Material

Autumn Rose*
50500143497NA
Recycled Material

Meadow Blossom
50500131588NA
Recycled Material

Pure Khaki
50500140116NA
Recycled Material
Timeless

Pink Bouclé
50500201197NA
Recycled Material

Bibs

Eco-Friendly Design

Made entirely from 100% recycled materials.

Enhanced Coverage

Shoulder design offers better protection from spills.

Smart Front Pocket

Holds up to a full glass of liquid to catch every drip.

Quick-Dry Fabric

Advanced technology for faster drying times.

PVC-Free

Safe, non-toxic, and gentle on sensitive skin.



Pacifiers

Crafted from Bio-circular Plastic

Ensuring safety and sustainability in every detail.

Concave Shield with Ventilation

Designed for optimal airflow and maximum comfort.

Versatile Sizes and Teats

Available in multiple models to suit every baby's needs.

Extensive Range of Trendy shapes

Fashion-forward designs for every little personality.

Orthodontic Design

Recommended by dentists for healthy oral development.



Mondo Stroller

100% Recycled Materials

Sustainable design without compromising on style.



Newborn Ready

Approved for use from day one.



Cabin Size & ETA Approved

Travel-friendly and perfect for flights.



Smart Stow & Go Bag

For quick and easy folding and packing on the move.



Fully sleeping position

Ensures ultimate comfort for restful naps on the go.



Garden Leo Toile
80820209422NA

Hazy Jade
80820211185NA

Tender Taupe
80820212210NA

Pimpernel
80820203417NA

Blushing Pink
80820201151NA



Meadow Blossom
80820135588NA

Dalmatian Dots
80820202416NA

Pebble Green
80820120193NA

Autumn Rose
80820122497NA

Moonshell
80820130112NA
Timeless



Black
80820131120NA
Timeless

Turquoise Nouveau*
80820118507NA

Winter Sunset*
80820119526NA

Tidemark Drops*
80820121496NA

Clips

Tested & Approved to EN-Safety Standards

Ensuring the highest level of safety and reliability.

Universal Fit

Compatible with 90% of pacifiers on the market.

Sustainably Made

Crafted from recycled materials for an eco-conscious choice.

Always On-Trend

A signature Elodie product that defines stylish functionality.

Keeps Pacifiers Clean

Prevents dirt and loss, keeping pacifiers within easy reach.



Two Seasons

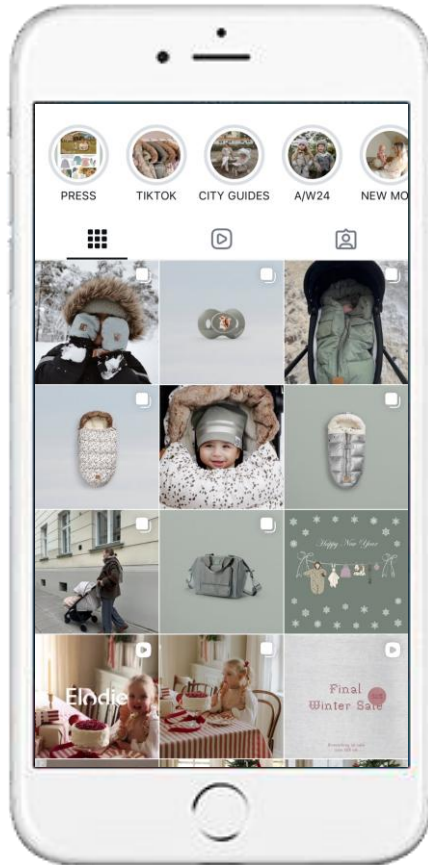


Spring/Summer (SS)



Autumn/Winter (AW)

The Elodie Community



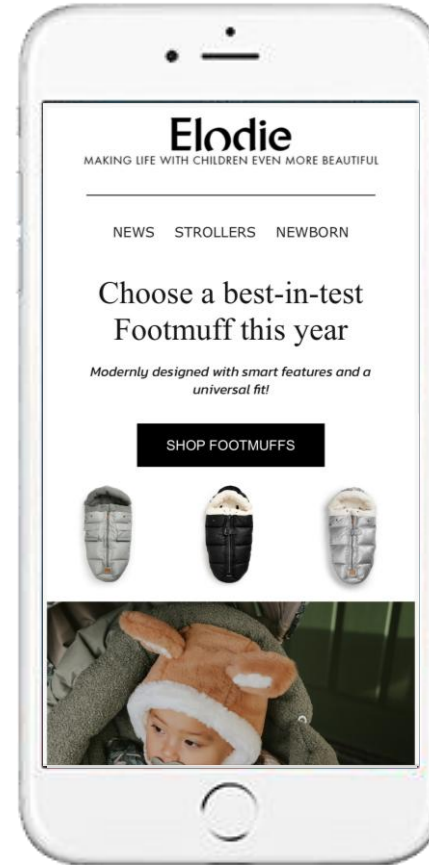
223 000

followers



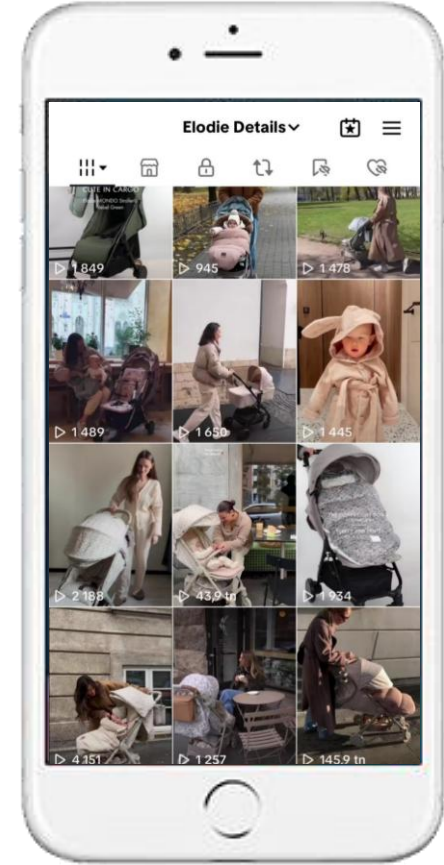
176 000

followers



75 000

subscribers



6 200

followers

Marketing activities,

Our two collaboration concepts.

“MONDO STROLLER CITY GUIDE”

PURPOSE: Promote the Elodie MONDO stroller.

CAMPAIGN: Collaborate with selected influencers to create personalized “City Guides” showcasing the stroller’s versatility in urban settings.

RESULT: Engaging content that increases brand visibility and awareness for each new stroller release

COPENHAGEN



@stonemuse – 73K followers

MILAN



@moustachic – 43K followers

LONDON



@solineharrison – 10K followers

“LIFE AS A NEW MUM”

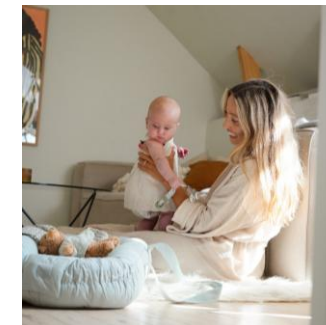
PURPOSE: Promote and highlight Elodie’s Baby newborn accessories, designed for the first months with a new family member.

CAMPAIGN: Partner with selected influencers to share everyday moments featuring our newborn essentials, showing how they fit into daily life with a newborn.

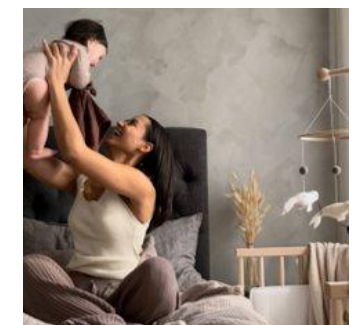
RESULT: Increased engagement and positive word-of-mouth, strengthening customer loyalty.



@cecilienhartmann – 23K followers



@emelieolson - 82K followers



@kimberlyblevins - 2.5K followers

Marketing activities

INFLUENCER SEEDINGS

At Elodie, we use influencer seedings to elevate our brand visibility and create authentic connections across various markets. Through gifting our thoughtfully designed products, we aim to showcase Elodie's diverse range, from newborn accessories to our entire collection made to make everyday life more stylish and functional.



@kathrinevillumsen - 18K followers



@laurandnicolas - 625K followers



@sarahbarlondo - 153K followers



@sineadcrowe - 179K followers

Marketing support

INFLUENCER SUPPORT:

- Guidelines: Best practices for selecting influencers based on profile, brand fit, and audience relevance.
- Collaboration concept guidelines: Clear directions on executing local influencer collaborations, based on proven concepts from our global campaigns (e.g., city guides, seasonal content)
- Distributors will receive ready-to-use content from our global influencer partnerships to support local campaigns.

SOCIAL MEDIA MARKETING MATERIAL:

- Global marketing campaign plan, showcasing seasonal launches and key activities throughout the year.
- Pre-designed content assets: high quality photos, videos and graphics for product launches, holidays, and seasonal campaigns.
- Brand & social media guidelines to maintain consistency in messaging, tone and visuals.

PR: Ready-to-distribute press releases for product launches, brand updates, and key events.



@fannyamandanilsson - 77K followers



Thank you!

@ELODIEDetails



ELODIEDetails.COM

Elodie Details AB, Jakobsbergsgatan 16,
111 44 Stockholm, Sweden