babybasics
what really matters

DESIGN FOR WHAT REALLY MATTERS:
WOBABYBASICS FALL/WINTER 2008

wobabybasics ("wo" means "nest" in Mandarin Chinese) is about sustainable clothing for what really matters – your baby, your environment, and your community.

wobabybasics was created by Sherry Poon after the birth of her first child in Shanghai. As a parent, designer and environmentalist, it became important for her to redesign essential babywear clothes to be sustainable and stylish, without compromising performance and quality.

Our 100% organic cotton has been grown without the use of pesticides or chemicals, allowing delicate baby skin to breath naturally. All our organic cotton clothes are made by ethical and fair trade manufacturers. All our knitwear are lovingly handknitted by a women's cooperative in Northeast China. wobabybasics strives to preserve a sustainable environment for the generations of tomorrow.

CLOTHING

wobabybasics believes that babies have minimal needs and they only need some basic baby items, often called a layette. The collection focuses on layette baby items that are practical, stylish, low-maintenance, durable and (often) multi-functional, such as t-shirts, pants, rompers and pyjamas.

The theme for the Fall/Winter 2008 Collection is Urban Heros: Helping Hands. It focuses on the modern hero who helps within the family, in the community, and is socially and ecologically responsible.

The 100% organic cotton and handknit clothes reflect a modern-day superhero's costume; Body conscious cuts designed for ease of movement which are accented with simple, primary colours. Graphic hands are located to help in a task, such as on the knees to protect from crawling, under the arms for picking up a child, tickle locations for fun, and hugs for love.

CONTACT

Contact info@wobabybasics.com for how to purchase wobabybasics clothing in your area and for press inquiries. A wobabybasics store will open shortly in Shanghai.

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