



## Press release

02/2017

### Introducing uuio – the new design brand creating high quality children’s furniture and toys

Founded in 2016 by Pia Cohrs, Johann Cohrs and Sebastian Kühnel, uuio is a brand established to create timeless furniture and toys to enrich the everyday life with children. The Hamburg based brand follows a philosophy of combining classic but contemporary style and fine materials with good craftsmanship. The design reflects the love for everyday classics which people have a relationship with for years or even longer.

A bed with a classic but characteristic look. Precisely manufactured from solid oak the children’s bed uuio VII origin is a classical shape converted into a vivid contemporary design. A harmonic synergy is formed by the frame’s natural oak wood and the contrasting colours of the wooden bedposts and struts. But let’s not leave the inner values behind: the slatted frame consists of coloured insert components which custom-fit into the wooden frame. The bed comes in the dimensions 90 x 160 / 200 cm and as well as a daybed. uuio VII is adjustable in length by exchanging the long frame parts. A bed for a lifetime.

With this design uuio innovates the idea of a contemporary children’s room. Let’s fall in love and then asleep.

Welcome to the tree nursery: With the wooden toy uuio TRE children from the age of 3 can build different types of tree-combinations. The act of stacking trees encourages learning skills and helps concentration in a playful manner. uuio TRE will be available in different kit combinations.

The central idea of uuio SIB focuses on combining traditional and contemporary design thus creating new perspectives for children’s furniture. By meeting children’s needs in a smart and interactive way the furniture becomes part of the family life and therefore bringing the family closer together. uuio SIB consists of a highchair (seat height can be adjusted, two different heights), table and chair and a rocking chair. All pieces of furniture are crafted from high quality oak wood and will be available in natural wood and various colours.

Sales launch in summer 2017 at selected retailers and at uuio.de.

[uuio.de](http://uuio.de)

<https://www.instagram.com/uuio.de>

<https://www.facebook.com/uuio.de>