

MODYN
design that moves

**Kind + Jugend
2024**

The background of the slide features a top-down view of a bicycle and two helmets. The bicycle is primarily olive green with brown tires and white wheels. The brand name 'LANSER' is visible on the frame, and 'KIKO1500' is on the front fork. The front wheel has 'BLACE' written on it. Two white helmets are positioned above the bicycle. The overall lighting is soft, creating subtle shadows.

Content

The Kind + Jugend is one of the top fairs we yearly visit. Early September we travelled to Cologne to witness the latest developments in the world of babies and toddlers. Our main focus on the fair went to juvenile mobility products and travelling!

The trends and developments we encountered in 2023 did evolve. Happy to see that green responsibility is still there and brand integrate this sustainability approach more and more in their product development. The adventurous side of juvenile products has even become more dominant, the hunger to explore and be out there is clearly recognizable at the fair ground.


Digital world on juvenile products did mainly focus on the domestic household sector in 2023. This year we also noticed an increasing integration of smartness in mobility products.


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MOVER. MAKER. Green Responsibility GROUNDBREAKER.


KAOS KLAPP®
RECYCLED SUPERSTAR

MADE FROM CONSUMER WASTE

 **100%**
RECYCLED
PLASTIC

 **63%**
LOWER
CO2

 **9**
TIMES
RECYCLABLE

 **200% COOLER, MINIMUM!**

DESIGNED IN NORWAY
PRODUCED IN NETHERLANDS

DESIGNED TO
MAKE A DIFFERENCE

On the 2023 edition of the fair a lack of substantial commitment and genuine level of prioritizing eco-consciousness in the development was seen. Although we did see that many brand mention sustainability in their brand messages and ethos, it was not reflected in their product portfolios enough according to our liking.

This year we just see small steps, some brands are pushing the adaptation of sustainable material use more dominant then others. Eco friendly material use is seen more and more, on part level. Proper longevity or dedicated products end-of-life strategies are not witnessed on the fair ground this year.

**"DON'T
SCREW ME,
I WON'T
SCREW YOU"**

- KAOS KLAPP® HIGH CHAIR

KAOS KLAPP® HIGH CHAIR

Continued from 2023

As we have seen last year, sustainability is stepping into the foreground, with several brands taking it as a main driver. Focussing on using sustainable materials and production processes, it is great to see that these brands keep pushing for improvement.

Where last year Kaos showcased their highchairs constructed from 50% recycled plastic, their iconic Klapp chair is now made of 100% recycled plastic from consumer waste. Additionally, being recyclable up to nine times. An impressive improvement.

Furthermore, the rubber-free tyres made from 100% reusable materials from ReTyre seem to be secure position by offering tyres specifically design to be suitable for different industries like strollers, trailers, and bikes. Still focussing on the bigger picture, by enabling local, carbon neutral production.





MOZOMOZA Panda

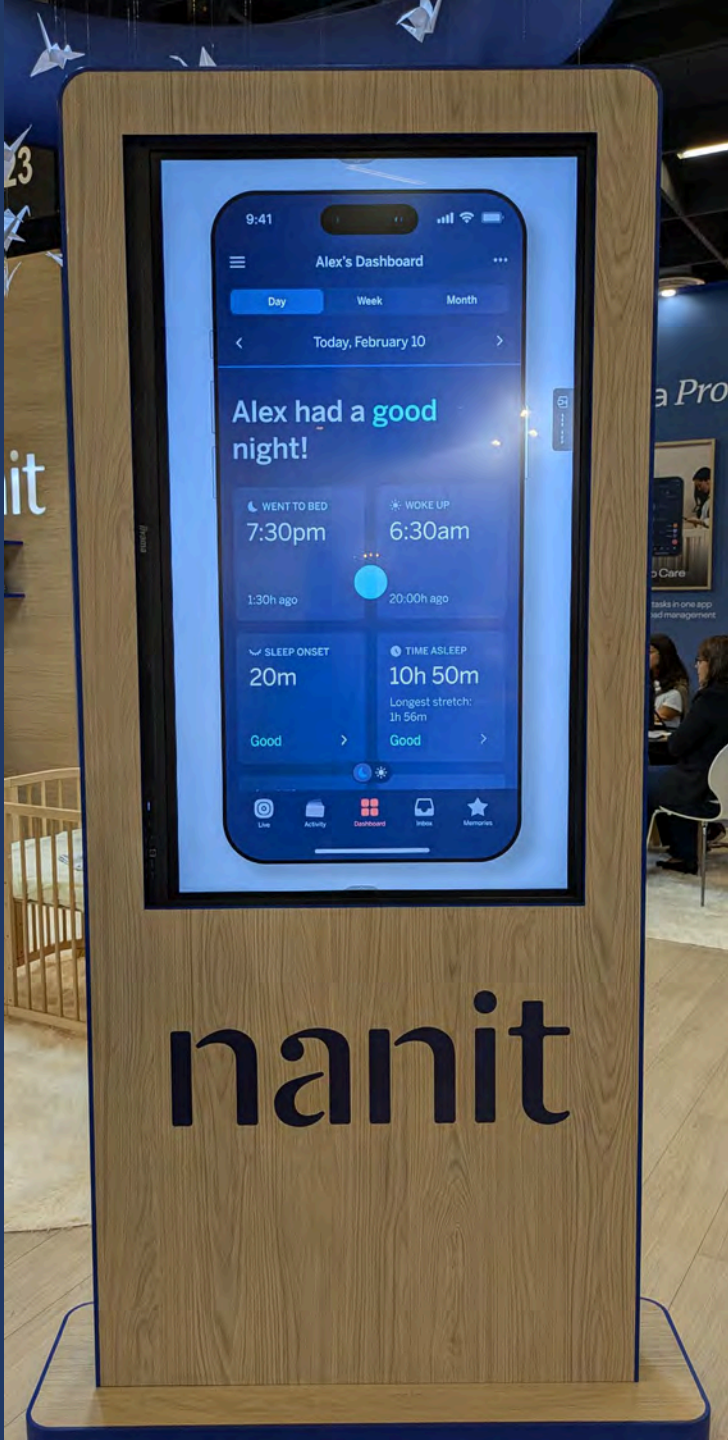
A strollers made of bamboo

Completely free of plastic parts and made from bamboo, the freshly launched Mozomoza Panda takes a bold step towards sustainability. With a bamboo frame and recycled fabric seats, they were able to design a fun lightweight stroller on par with competitors. Focussing on reparability and recyclability, by using bolts and nuts instead of rivets and glue.

Digital Integration

The evolution of trends and developments from 2023 onwards is most visible in the digital integration. Where we did recon smart and digital products for monitoring and parent support in 2023 we now see a further integration of technology in mobility products.

Fitting in technology, to accommodate babies and toddlers even more safe and comfortable inside a stroller or bike trailer, or smart lighting and assisting features to ease parents life.



Continued from 2023

Digital developments of the past few years have made it possible to monitor babies closely in their cribs. This has developed to friendly looking cameras connected to apps to keep parents up to date and alarm them when necessary.

It is clear that these types of products are not new, but are constantly developing and expanding their capabilities of monitoring. A development we might need to be cautious with. It is questionable how necessary these applications are, and if they truly comfort parents in their care.

Continued from 2023

Last year we learned about ARKid, a company providing VR solutions for brands and retailers, to support them in the trend of transitioning towards more and more online sales and less physical stores. Again, this is not a new concept, but ARKid makes it uniquely easy to visualise customisation options, study 3D models from all sides, and creating digital assets.

We see more well-known brands in the industry opting for solutions like these on their websites and in promotions.





IBEBE Drive Assisted braking and pushing

The e-strollers of ibebe are taking on a bigger stand with their assisted integrated technology. Both their iStop and their Drive model contain brake assistance when no hands are on the pushbar, and integrated lighting. Additionally, the Drive model offers push assistance for walking uphill.

The e-strollers are expanding, with more brands introducing some form of integrated technology. Jané teased their new Keep, a stroller with integrated smart assistance. Taking their technology integration a step further than lighting only.

On the other hand, smart features are introduced that stand separate from driving assistance. Osann's award nominating stroller contains a self-levelling carrycot to keep a sleeping baby level. Additionally offering lightning under the carrycot and heated footmuff and stroller mittens.





A step away from strollers, Thule has released the Chariot Air Purifier. An accessory to accommodate clean, fresh air and ventilation for children riding in the trailer. A smart move considering growing worries about air quality in cities, especially when riding low to the ground in a trailer, closest to all exhausts and fumes.

The Air Purifier is an accessory in the form of a cover, which can be easily installed on all Thule Chariot trailers.



Adventure Focus



Being out and about with your family, enjoying life and adventures. Long urban strolls or dedicated hikes in a rural environment or to the beach. On global level we are facing the trend of urbanisation. The urban jungle is a lively place with everything close by, but it comes with limited space for luxuries. Small living spaces are becoming the norm, and new transportation possibilities are rising.

The increasing urge to get out and enjoy the open spaces around the cities leads to an expansion of product portfolios in the juvenile market. Product to move around longer, easier and in changing weather conditions and climates.

Continued from 2023

Although not immediately clear from afar, stroller brands focussing on outdoor adventures, with jogger strollers and accessories making walks on unpaved tracks more comfortable. Different climates require different tailoring in terms of accessories, from sun covers to different muffins for the colder regions.

Adventurous living does not stop when the family expands! Versatility in stroller use evolves rapidly, from the known kiddy board, via attachable extra seats or compact strollers to walking bikes that can be stored on a large family stroller. Take your entire family on the next adventure!





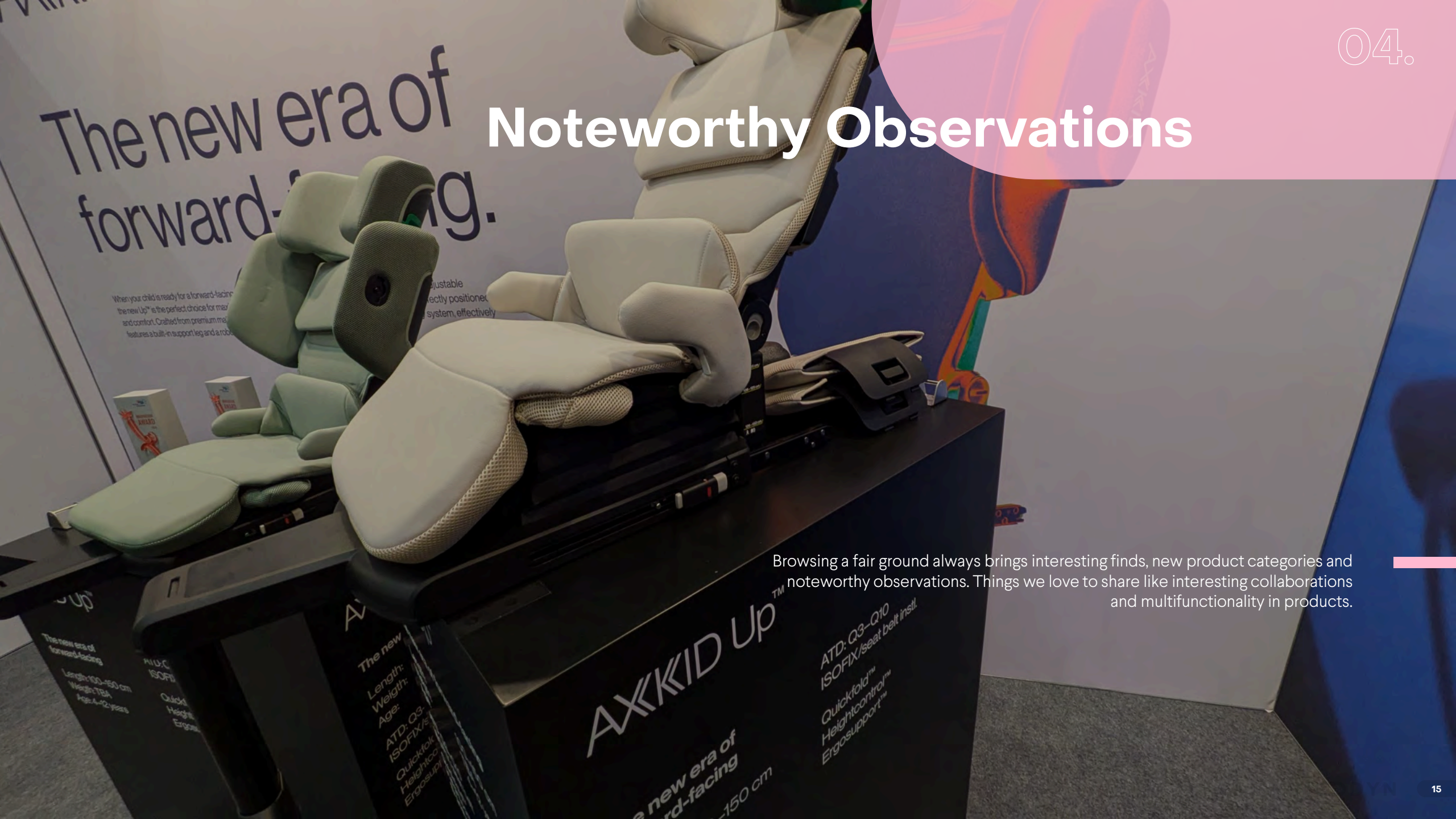
THULE Chariot Tarp Sun and wind protection as accessory

Launched in combination with their air purifier cover, Thule released a sun and wind tarp accessory for the Thule Chariot. An accessory enabling adventurous families to create a protected and safe space for their children while taking a break during a trip. The tarp offers protection from sun, wind and rain, creating a new use scenario for the Chariot trailer.

The new era of forward-facing.

Noteworthy Observations

When your child is ready for a forward-facing car seat, the new Up™ is the perfect choice for maximum safety and comfort. Crafted from premium materials, it features a built-in support leg and a robust, adjustable seat system, effectively positioning your child's feet and legs.



Browsing a fair ground always brings interesting finds, new product categories and noteworthy observations. Things we love to share like interesting collaborations and multifunctionality in products.

The new era of forward-facing
Length: 100-150 cm
Weight: 7-18 kg
Age: 4-12 years

AXKID
ISOFIX
Quickfold
Heightcontrol
Ergosupport

The new
Length:
Weight:
Age:
ATD: Q3-
ISOFIX
Quickfold
Heightcontrol
Ergosupport

AXKID Up™
The new era of forward-facing
100-150 cm

ATD: Q3-Q10
ISOFIX/seat belt inst.
Quickfold™
Heightcontrol™
Ergosupport™

Collabs we know, collabs with fashion labels or artists we came across many times. Collaborations with car brands we noticed as being a newer development in the juvenile industry. Stollers and car seats are more and more co-branded and styled together with high end car brands like Mercedes-Benz, AMG, Audi, BMW and Lamborghini.



Multifunctionality is key in a busy life of young parents. Convenience and ease of use will make life more joyful. Being able to store your valuables inside the iCandy Peach 7 stroller or having a diaper bag being a fashionable backpack at the same time, are two examples.

Furniture does excel in multifunctionality, re-using or growing along. A striking example is a bed that transform into a table with two seats. Even so does “open ended play” in the world of toys, where kids are challenged to





Going home with both the innovation award and the additional “midwives' choice” award, was the Axkid Up. A unique foldable booster seat that can be adjusted in height based on the length, and thus needs, of a child. Ensuring the safest possible position for a wide age range. With its removable sides and adjustable footrest, this booster seat seems to be a game changer.



CMF Highlights



Exploring a fair from a CMF perspective always brings forward interesting style trends that can be an inspiration for designers. This year we have seen a few striking CMF trends, some of which building on the trends of last year.



Natural Neutrals Settle


N^o1

Continued from 2023

Staying soft and muted

Minimalistic soothing shades inspired by nature are here to stay. These gender neutral and relaxed colours seem to have settled in the world of functional baby gear, bringing the serene environment of the nursery into the outside world. A golden combination of dark blue or grey shades, with soft muted shades of green, blue, red, pink and sand. As a cozy, safe spot to bring along on adventures.





**Tinted
Metallics**
Intensify

N°2

Continued from 2023

Gravitating to excitement

Where previously only small details were made of warm metallic tones, adding a touch of excitement to stroller designs, these metallic tones are now predominating. Complete stroller frames are made with alluring finishes and details, complementing living spaces and adding a luxurious feel.





Coarse Canopies Extend



N°3

Continued from 2023

Layering for variety

As was slightly shining through last year, brand are taking a step back from the smooth textures and simplicity in fabrics. A more tactile approach towards layering and a luxury feel. Moving towards the subtle patterns and coarser feel of interior design.





Leather

Luxe

Appears



N^o4

Creating tough luxe

A new high-end, luxe but tough and strong fabric seems arising in the industry. Completely leather-look upholstery for strollers and car-seats are surfacing, calibrating with high end and classic car interiors. A new direction to explore, to radiate comfort and affluence.





MODYN

design that moves

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Partner with us to create a
difference, start today



If you're interested in exploring potential collaborations, don't hesitate to reach out to us.

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