

# The Ellis Collection by Nuna

September, 2020

## **The Nuna brand announces its new line of trendy baby gear.**

Who is the Nuna Mom, and what does she value? In fashion, we always keep her in mind when designing new special editions. The Nuna Mom is cutting edge and refined, classic yet trendy. And with these distinct and defining qualities in mind we've designed our latest special edition to meet the unique needs of the Nuna Mom; the Ellis Collection.

Trend research is an ongoing process, constantly evolving to fit the needs of new Nuna Moms around the world. That's why the design team keeps keen eyes on countless haute-couture fashion shows across the globe, scouring home interior, textile, and baby & child product trade shows. In transforming vision into reality we believe it's important to not only remain aware of emerging trends but to also look ahead at the future of our industry. That's why, years ago, when we looked towards evolving men's wear fashion, we saw that the future was plaid.

In the beginning, many of the plaids we saw were typical tartans, and though they were beautiful, we knew that it would take the "Nuna" brand to renovate and upgrade this ageless look and bring it into the 21<sup>st</sup> century; thus our Glenn Plaid was born, proudly parented by the Ellis Collection. Years in the making, the Glenn Plaid is our proprietary plaid and is exclusively woven for this collection. In order to modernize this trend for the Nuna Mom we also gave the color scheme a makeover. Your typical Glenn Plaid will consist of a large-scale black and white pattern with accents of blue or yellow, however, due to our commitment to modern, unique, and exceptional design, we knew that the oxblood red we adopted would be the exact standout factor that was needed to set the Nuna Mom apart.

At Nuna, we are not only focused on the fashion itself, but also on your child. We know that you are entrusting us with your most precious gift – your baby. Because of this, we pay special attention to the fibers that are used in our fabrics. We know that these fibers will be cocooning your child for years to come and it's our job to ensure that they are of the highest quality. For the Ellis Collection, we chose to use some of our most premium fabrics, from the merino wool to the Lyocell. We worked hard to ensure that only the softest, and highest quality natural fibers would be cradling your baby. These fibers have very unique, natural features that include:

- Temperature regulating properties to ensure that your baby is a comfortable temperature regardless of the outside climate.
- Wicking properties that naturally pull moisture off of your baby and release it back into the air.
- Environmentally friendly, natural fibers that are breathable and comfortable for your baby.

Ultimately, the Ellis collection is not only a beautiful and trendy extension of your personal style, it also provides a comfortable, natural, and safe nest for your baby.