

SCANDINAVIAN DESIGN BOOST! KRONAN'S PRAM "CITY" DEVELOPED IN COLLABORATION WITH LITTLEPHANT

During spring 2013 the Swedish brand Kronan launches their new pram and stroller "City". It's only 56 cm wide which makes it a fantastic invention and one of the smallest prams on the market.

The design collaboration between Kronan and Littlephant brings you a limited edition of prams, strollers and accessories in the characteristic Littlephant fabric "Black Waves".

This is the first time Littlephant collaborates with a pram brand, but Camilla Lundsten, founder and designer at Littlephant, has great experience of this type of product development from many years working with BRIO.

"Kronan's Industrial Designer Magnus Gustavsson has developed the pram and its functions, and I have designed the accessories and hoods, says Camilla Lundsten. It's been a joy working together as we not only share the same thoughts about functions and quality, but also have the same approach on how to simplify everyday life for parents."

Becoming a parent should not mean having to compromise your personal style, something that becomes obvious when looking at the Littlephant products.

The bag from Littlephant works both as a changing bag and as a messenger bag and will sort out every storage problem. It's packed with clever functions and pockets for your laptop, water bottle, phone, diapers, dummies and everything else that you need to bring with you.

During June 2013 the "Kronan City Black Waves line" will be available in stores and the webshop of Kronan: www.kronan.com

ABOUT THE DESIGN COLLABORATION

For more information please contact Press@littlephant.com

ABOUT THE PRAM

For technical information about the prams, please contact Maria@kronan.com



PRAM/STROLLER TOTAL SIZE WHEN IN USE

WIDE 56 cm
LONG 89 cm

- One Chassis three options
- Reversible pram and pushchair
- Swivel front wheels
- Ergonomic adjustable handle height