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PRESS RELEASE

The rules of parenting are changing and STORKWERK is ready to face the challenges. Presenting: Crafted Design for Growing Families.

12 December 2014, Berlin: Everything changes when you have children and new parents must juggle the joys of parenthood with the realities of day-to-day living and work. STORKWERK is here to make those daily tasks easier and simpler with a brand new concept that will offer a contemporary range of lifestyle products and accessories for new parents that function at home, at work and on the go.

Flexibility, Mobility and Style – are three of the main ingredients in STORKWERK'S design ethos whose business evolved through the two directors own experience becoming new parents. Finding an acute lack of products and accessories attuned to their busy lifestyle they decided to research and design their own. For example: accessories that would work easily across situations whilst away from the home environment, in the workplace, whilst traveling or social situations with friends and colleagues, products that could overlap functions with smart design, technological features, attention to detailing and contemporary styling. In other words, functional and good looking accessories appealing to men and women. "From first hand experience we certainly understand that today's parents value flexible, multi-functional, and longer lasting products", says Anna Kraft one of the founders of STORKWERK (www.storkwerk.com).

"Through our application of intelligent design, craftsmanship and sustainable fashion we are excited about our coming product portfolio and our #growingfamilies stories, continues co-founder Chika Yamamoto Wolfson "it's all about parents sparking conversations about their needs and choices across the globe".

After a successful Kickstarter campaign STORKWERK's first product the *Little Globetrotter*, a multifunctional bib was launched. STORKWERK sell their products online at www.storkwerk.com and through selected retailers. "We are happy to have Rasselfisch in Berlin, www.rasselfisch.de, one of our favorite local retailers here in Berlin and according to themselves a shop with "...non-frilly children's clothing of high quality and great design." with us as one of our first clients", continues Anna Kraft.

The first AW2015 collection will be introduced at Bubble London, www.bubblelondon.com, February 1st 2015.

About STORKWERK

Launched in Berlin in 2014, STORKWERK is a unique lifestyle brand offering intelligently designed and crafted sustainable accessories for parents and their growing families. STORKWERK creates beautiful and functional products for new and busy parents sharing the demands of work and family life. Influenced by the founders Scandinavian and Japanese design heritage the STORKWERK portfolio offers high quality, multi-functional and durable products that appeal to men and women. #crafteddesign #growingfamilies
STORKWERK's online shop was launched on December 12, 2014.

CONTACT

STORKWERK | Anna Kraft | Co-Founder | anna@storkwerk.com | +491723163239

STORKWERK GmbH | Pasteurstrasse 20, 2. OG | 10407 Berlin | Germany
T +49 1723163239 | E hello@storkwerk.com | W www.storkwerk.com | FB www.facebook.com/storkwerk

Managing Director / Geschäftsführer: Anna Kraft & Chika Yamamoto Wolfson
Place of Business / Sitz der Gesellschaft: Berlin | Register: AG Charlottenburg HRB 157661 B.