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Babymel[™]
london



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london

Autumn Winter 2011



We are proud to present our Autumn/Winter 2011 collection, featuring innovative new designs and contemporary prints, along with some fun new accessories! Introducing our new style the Ella which promises to be a firm favourite this season, ideal for parents who require forward-thinking baby bags which don't lack style. Also new is the Amanda Quilted Pewter which is a cool new colourway of our classic Amanda. All of our bags come equipped with insulated bottle holders, changing mat and our signature strollerstrap.

ELLA

SIZE

h40 w31 d15 cm

MATERIALS

pu

COLOUR:
mocha **NEW***
dot **NEW***
(left to right)



We are excited to introduce the **ELLA**, an elegant new style for Autumn/Winter 2011. The perfect size for storing all your essentials, the Ella is a stylish new shape for Babymel - a fashionable handbag which retains all the functionality of other classic Babymel styles. Featuring insulated bottle holder, changing mat, top zipped closure and inner zip pocket.



TOTE

The Babymel **TOTE** is a super stylish and functional laminated canvas bag which will carry all your necessary baby items whilst still leaving plenty of room for your essential things. With built-in strollerstraps, insulated bottle holder with carry strap, changing mat and top zipped closure, the Babymel Tote doubles up as your fashion shopper and babybag.

SIZE h32 w42 d13 cm

MATERIALS gloss laminated cotton canvas



SLOUCHY

The **SLOUCHY** is a simple modern shape in our original twisted print and shiny laminated canvas material. It comes with an insulated bottle holder and a changing mat made from the same outer material as the bag. Featuring the patent pending stroller strap, wipe clean outer material, water resistant lining, four outer pockets and two inner pockets and the signature Babymel heart key charm.



COLOUR:
twisted olive
twisted red
twisted blue
twisted black
(top to bottom)

SIZE h45 w33 d16 cm

MATERIALS gloss laminated cotton canvas



SLOUCHY DOT.



COLOUR:
black cream dot **NEW***
grey tweed **NEW***
(left to right)

SIZE h45 w33 d16 cm

MATERIALS matt laminated cotton canvas,
tweed (80% cotton, 20% polyester)



TWEED

AMANDA QUILTED

SIZE
h45 w33 d16 cm

MATERIALS
polyester



Like all our **Amanda** styles, the Amanda quilted is equipped with an insulated zipped bottle pocket, multiple internal elasticated storage pockets, and a zipped compartment to keep valuables. The Amanda comes with a strollerstrap- a patent pending invention which enables the adjustable strap to be worn as a shoulder strap or to be securely attached to the stroller. The lining is wipe-clean, and this style features an original heart quilted pattern.

COLOUR:
pewter **NEW***
moss
black
(top to bottom)



AMANDA PRINTED



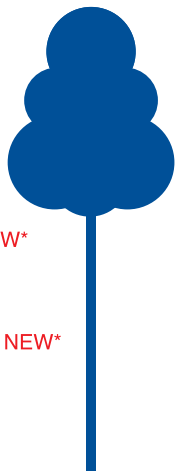
The **Amanda** is equipped with an insulated zipped bottle pocket, multiple internal elasticated storage pockets, and a zipped compartment to keep valuables. The Amanda comes with a strollerstrap- a patent pending invention which enables the adjustable strap to be worn as a shoulder strap or to be securely attached to the stroller. The lining is wipe-clean, and all styles feature our original prints.

SIZE h33 w44 d15 cm

MATERIALS satin nylon

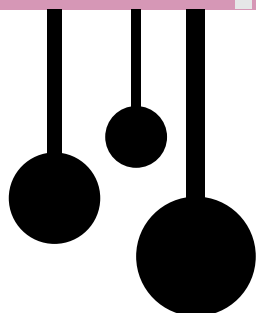
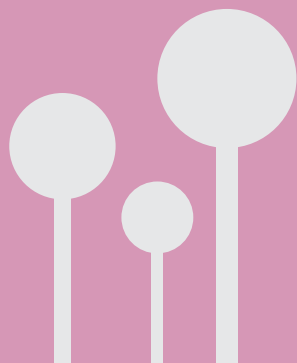


COLOUR:
jungle floral black **NEW***
linear floral red
black and white floral
jungle floral blues
woodlands choc/pink **NEW***
(top to bottom)



AMANDA ZIPPER

Now in a new, larger size, the **Amanda Zipper** comes in jet black with beige lining, all in wipe clean, durable satin nylon. It features five internal elasticated pockets, internal zipped pocket, an outside insulated zipped bottle pocket, and comes with a padded changing mat. Its adjustable strollerstraps are practical and secure, alleviating the need for separate stroller clips.



COLOUR:
black



SIZE h33 w44 d15 cm

MATERIALS satin nylon

SAMMIE

The **Sammie** comes in two colours, including two original prints and wipe clean lining. The bag features an insulated zipped bottle pocket, two external pockets and multiple internal pockets to keep both yours and your baby's things organised. This style comes with a padded changing mat and adjustable stroller straps, which alleviate the need for separate stroller clips.

COLOUR:
leopard grey
moroccan blue
(top to bottom)

SIZE: h34 w37 d20 cm

MATERIALS: black-polyester, printed-cotton canvas



Designed to be attached to the buggy, the tool belt is the perfect size for carrying all those things that you need when out and about with your child. It features an insulated bottle pocket, drop down net pocket for toys, wipe clean lining, zipped top pocket for valuables, multi outer pockets and the patent pending strollerstraps for attaching the tool belt to the buggy.

tool belt



SIZE h20 w48 d8 cm

MATERIALS polyester ripstop

COLOUR black, red

tool pouch



For Spring Summer 11 we have updated the tool pouch so that it now converts from a shoulder bag to a bum bag- great for parents on the go! We have removed the changing mat from the style, and added a signature babymel rubber logo. It features multi outer pockets, wipe clean lining, convertible strollerstrap and bespoke bottle pockets.

SIZE h23 w28 d6 cm

MATERIALS polyester ripstop

COLOUR black

tool bag



TOOL BAG...LARGE ENOUGH FOR ALL THE TOOLS YOU NEED! Ultra modern utilitarian bag for parents who want a casual bag packed with lots of features. The Babymel Tool bag comes with strollerstraps - a patent pending invention which enables the adjustable strap to be worn as a shoulder strap or to be securely attached to stroller.

SIZE h29 w44 d13 cm

MATERIALS polyester ripstop

COLOUR black, tweed

X2

SIZE h30 w41 d17 cm

MATERIALS polyester ripstop

COLOUR black / red

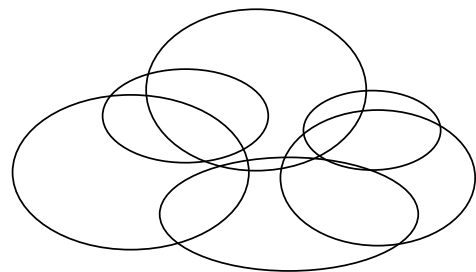


Comprising of two separate bags which can be clipped together or separated as required, our X2 bag is ideal for parents with more than one child. It is highly practical, featuring two individual insulated bottle pockets, two padded changing mats and two adjustable strollerstraps. Each bag also includes elasticated internal pockets to keep your things organised and easily accessible.



CHANGE STATION

Featuring four original prints with wipe-clean lining, our change stations come equipped with dual mesh elasticated pockets, wipe clean built-in change mat, removable waterproof pouch and a handy outer pocket for wipes or nappies. It also boasts a practical carry holder which can be clipped around a stroller.



DOUBLE BOTTLE HOLDER

The babymel bottle holder is an innovative design which opens to hold two bottles. It is fully insulated and comes in an original print in two colourways. It features PET insulation which keeps food and drinks warm or cool for up to four hours, grab handle, wide opening zipper and wipe clean lining and outer material.

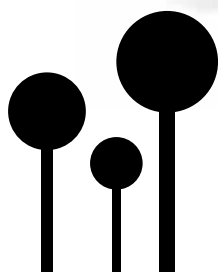


FOOD BAG

Ideal for parents to carry their young child's food and drink items, or for toddlers to take to nursery. It features PET insulation which keeps food and drinks warm or cool for up to four hours, grab handle, wide opening zipper and wipe clean lining.



- 1 Zebra grey change station
- 2 Leopard grey change station
- 3 Leopard grey bottle holder
- 4 Twisted red food bag
- 5 Twisted black food bag
- 6 Moroccan navy change station
- 7 Moroccan red change station



STROLLERSTRAP

The Babymel Strollerstrap is a patent pending invention from Babymel.

How to use the strollerstrap:

1. Apply the brakes and make sure the stroller is level before attaching bag.
2. Attach your strollerstrap before putting your child into the stroller.
3. Do not overfill your bag. This may cause your stroller to tip.



1 Lift up velcro strap



2 Pull strap through ring



3 Wrap around stroller handle. Thread strap through ring



4 Fold over velcro strap to secure. Repeat at other side and you are ready to go!



1



2



3



4

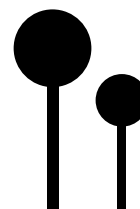
- 1 X2
- 2 Amanda Black and White Floral
- 3 Slouchy Black Twisted
- 4 Tote Black Gloss
- 5 Tool Bag Black
- 6 Tool Pouch Black



5



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