

## **Draft press information**

**7 February 2008**

### **The Baby reveals new sophisticated brand and website design through Caulder Moore**

Premium nursery and baby goods supplier, The Baby is staking its place as the UK's number one premium baby goods retailer for parents who want the very best, with a sophisticated new brand identity and website design through Caulder Moore.

Caulder Moore was briefed to create a new identity and online presence that would achieve stand out for The Baby by communicating the brands' aspirational qualities and unique knowledge and expertise; as part of its goal to lead the premium baby goods sector.

The new designs form part of the company's strategy for the next stage of its development, with ambitious growth planned through significant investment in its already highly successful e-commerce operation, and the roll out of further showrooms across the UK beyond its existing Cheshire and Manchester sites; as well as further development of its established mail order business.

Established in 2005 by former Daisy and Tom directors, Janet Rawnsley and Liz Stephenson; The Baby offers everything needed for a new baby, from the most prestigious brands to stylish affordable goods and the chance to see the entire range from each carefully selected brand.

The new identity uses a palette of powder blue and liquorice, with a simple sans serif typeface used on the word 'the' contrasted against the softer feel of the emphasised word 'baby' with its flowing, soft, handwritten script.

On the website, navigation has been simplified with brand and products classified into 'push me', 'drive me', 'sleep me', 'care for me', 'feed me' and 'treat me' sections illustrated with clean, premium European-feel lifestyle photography depicting various out and about situations. In the 'sleep me' section items can be viewed separately or together in room sets in a virtual showroom. Products can be bookmarked for later viewing and purchases can be tracked in the shopping basket. A 'What's Hot' page appeals to the target audiences' interest in celebrity culture and aspirational figures, with details on the celebrities' latest favourite baby brands; and a 'What's New' page provides the latest brand news from The Baby alongside lifestyle features and links to other sites. Other pages include customer reviews, information on the company and its showroom locations, a press page with trends information and what the press say about The Baby, a page with links to other sites of interest and a brochure

request page. Natural colours and textures create a unifying theme, and neutral charcoals and monochromes create contrast alongside bright fresh colours.

Ian Caulder, creative director at Caulder Moore comments, “For The Baby’s target audience, the brands they buy are an extension of themselves. Stylish and sophisticated yet simple, contemporary and playful, the new identity summarises The Baby’s aspirational, premium offer, creating ownability for the brand and confirming The Baby as the leading first choice retailer for premium baby goods in the UK with parents who want the very best. We’ve translated that online with a cosmopolitan feel website that takes its influence from high-end lifestyle magazines to communicate The Baby’s expertise and inspire and encourage purchase and repeat visits.”

**-ends-**

#### **About Caulder Moore**

Caulder Moore is a leading brand design agency with nearly 20 years award-winning expertise in creating unique emotive branding experiences for global retail, leisure and health and beauty clients. From its London studio the agency provides clients with the full spectrum of 2D and 3D design services – including strategy, branding and graphic communications, art direction and interiors – as well as project management. Clients include Marks and Spencer, GINA, Jigsaw, The White Company, Jo Malone, Wagamama, Daniel Galvin, Charles Worthington, Principles, Ben Sherman, Alibi, Revolution and Smallbone of Devises. Recent award wins include: Retail Interiors Awards, ‘Best Small Shop’ – Fushi, DBA Design Effectiveness Awards - Warehouse, D&AD Awards ‘Environmental Design and Architecture Retail Design’ - Whistles and Giulio, FX International Interior Design Awards, ‘Best Independent Store/Showroom’ – Charles Worthington Salon, The Drapers Records Awards – Giulio.

#### **For further information, please contact either:**

Margaret Brown or Kirsty Langan at Caulder Moore

T: 020 8332 0393

E: [margaret@caulder-mooredesign.co.uk](mailto:margaret@caulder-mooredesign.co.uk) or [Kirsty.langan@blueyonder.co.uk](mailto:Kirsty.langan@blueyonder.co.uk)