

Be Amazed by a Beautiful New Online Collection of Children's Nursery Designs



Released on: September 10, 2013, 4:10 pm

Author: **Press @ Maze NY**

Industry: [Retail](#)

September 10, 2013, 4:10 pm -- [/EPR NETWORK/](#) -- Maze features a collection of children's clothing, accessories, nursery furniture and toys from around the world. For the young and young-at-heart, these playful and design-savvy items are geared towards families looking to create a home with a sense of style – where aesthetic and design become kid-friendly.

Launching via New York City and Singapore, Maze is an international work of love, a real online boutique - there are no mass productions here. The products featured on Maze are eclectic and have been curated from across the globe, but they all have a common thread: each item has been chosen for its solid design, high quality, natural and environmentally-friendly workmanship, and moreover because there is something being given back to society through the creation or sale of the piece: jobs created, drinking water supplied, educational programs funded – things which, in today's world and especially as parents, we are ever more conscious of.

Moreover, the idea of exposing children to good design, and having simple, high-quality designs created with children in mind is not often considered. With this collaboration, Maze aims to redefine the way we furnish, dress, and entertain our children. Look for whimsical European children's wear, Scandinavian nursery furniture, colorful Japanese toys and more. But above all, look to Maze to curate the aesthetic of truly beautiful children's design.

Exclusive to Maze in the US and Singapore, plush sheep from Hanns-Peter Krafft. Designed in 1982, these near impossible-to-find,

handcrafted wooden sheep are made of real sheepskin, beech legs and leather ears. They are whimsical and highly sought after, evoking the "Mouton" designs of brilliant husband and wife design team Claude and Francois-Xavier Lalanne.

Trinkets and scarves from Nathalie Lete are inspired by vintage toys, pressed flower, old animal engravings, and Parisian folk works. Her work is colourful, naive and poetic, sometimes strange, to the point of tending towards art brut - but remains art for you and your little one.

From Swedish designer Margot Barolo's line, Baby Barolo come down-filled papoose, comforter and socks to swaddle babies in snugly clouds.

Knitted objets de l'art from Lucky Boy Sunday are beautiful and quirky - the perfect juxtaposition between childhood and hip parenthood create modern luxury in form of knitted art toys and soft furnishings.

Designed in Japan and produced on heritage looms in Lithuania, pieces from Yumiko Sekine's Fog Linen Work line define today's natural lifestyle trend in Japan. These linens blend in beautifully and now include a collection for toddlers.

After 5 years in the "Beaux-Arts" in Paris and a career in cinema Maud de Longevialle gives us a stunning and impeccably crafted collection in Leoca-Paris. Timeless elegance is delivered, and you will probably envy your little one's closet.

"We do not inherit our planet from our parents, we borrow it from our children. - Antoine de Saint-Exupéry". Modeled in the style of their popular adult line, components of Veja sneakers are both sustainable and organic. The construction process is socially conscious and creates good factory conditions for workers in both Brazil and France.

It was while she was thinking about her childhood memories that Japanese designer Kaz Shiomu had the inspiration for Kiko. This line of children's toys are all made from wood and there, charm lies in simplicity. The brand has an authentic and artistic quality; reasonable prices, lively colours, and a slightly quirky touch that is quintessentially Japanese.

Hans Stockmar started with beekeeping products and beeswax candles in 1922. For over 50 years, Stockmar has been producing wax crayons that do not crumble, stick or smudge and are non-toxic. Maze will

feature their signature wax crayon colors and watercolors – colorful and fun.

A huge transition happens when we create a child – our lives begin to move in a different direction and the focus shifts towards creating a welcoming and beautiful space for them. At the same time, we as adults have our own aesthetic and sensibilities. Can we coexist in design and find style that is youthful, playful, and fun for both? “Absolutely!” says Maze!

Maze launched online in New York in September 2013. The collection will expand internationally via Singapore by early February 2014

#

For more information or press inquiries, please contact: press@mazeny.com.

Also be sure to find Maze online:

www.mazeny.com

Facebook - www.facebook.com/mazeny

Twitter - @maze_ny

Instagram – MAZE_NY

Pinterest - maze_sg

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)