



Lucia Nash

Bababou

Bababou is an Irish Design Company creating functional, stylish baby products designed to appeal to modern parenting needs and styles.

Bababou wants to improve the quality of sleep for baby and parents, by designing beds that improve the physical interaction between parents and babies by means of applying human engineering or ergonomic design principles. Current designs do not bode well for effective interaction between the baby and parents leading to a more disrupted sleep.

The company's first product is a multi-functional co-sleeping baby bed. This is a relatively new design concept that allows the baby bed to be attached to the parents' bed. Currently there are only three competitors based in the UK. Bababou will be the first Irish company to produce such a product. The system is for parents of babies who want to provide a safe and comfortable co-sleeping environment, delivering numerous benefits as recommended by UNICEF and the UK Lullaby Trust.

These benefits include:

- Stay closer together for a better nights' sleep
- Easier feeds throughout the night, without having to leave your bed
- Peace of mind of having your baby close
- Helps promote bonding between you and your baby
- Safer alternative to bed sharing (also known as co-sleeping)

Established in September 2015 by Lucia Nash, Bababou is based in CoLab at Letterkenny Institute of Technology. The first product will be launched in autumn 2016, in conjunction with a range of complementary textiles, designed, printed, and handmade in Donegal. Bababou will initially be selling into the Irish and UK markets, but also have their sights on mainland Europe and the North American market.

www.bababou.com

