

New Autumn Winter 19/20 collection  
Press release



**BOBO CHOSÉS**

## WE COSMOS

To all you adults who love rising walls, building barriers and drawing frontiers: our houses might be small, but the Universe is our home. The sky is a flag we can all relate to. Can you see those stars over there? That's you and me. We? Cosmos! Let's twinkle!

Bobo Choses' Autumn/Winter 2019-20 collection looks at the story of Benny Benson, the 13-year-old Chignik boy who entered a contest for designing the flag for the Territory of Alaska in 1927. He looked to the sky for inspiration, choosing the familiar constellation he looked for every night before going to sleep at the orphanage. Benny's design was chosen over 700 other submissions to represent the future of the Alaska Territory to the present days.

Like Benny did once, we also looked up to the sky to discover that there's a flag that links to all of us, the Universe.

Dedicated to all those kids who know we are all made of stars.



BENNY BENSON. Jesse Lee Home album; Anchorage Museum, B1978.180.131

## ABOUT THE COLLECTION

The collection comprises some 300 references, including baby, kid, accessories, home, woman and man collection products.

Loose shapes and carefully selected colors go along with fun prints: Alaskan landscapes, groovy planets, Mercury's volcanoes and friendly constellations.



This season features lots of details as planetary embroideries, vintage patches and different finishings to make our basic garments special.



Accessories include super-cool sheepskin hats and sandals, cosmo boots, petit school bags and many more.



## **ABOUT THE COLLECTION**

**80% of We Cosmos Production was made locally (80% Spain,10% Portugal and 10% Others).**

**49.5% of AW19 Cotton Yarn is Organic \*GOTS certified.**

**70% of the cotton used in AW19 Baby collection is Organic Cotton Yarn \*GOTS certified.**

**Our outerwear garments have an ecological water-repellent impregnation by BIONIC FINISH ECO. Our cups are made of Carbon Steel Plate. All of our Polybags are biodegradables.**

**Bobo Choses is conscious of the importance of the environment and health problems due to the chemicals in textile industry, for that reason we work with OEKOTEX certified suppliers in dye and print process, to assure the non possible harmful substances in our garments.**

**Baby sizes range from 3/6 to 24/36 months.**

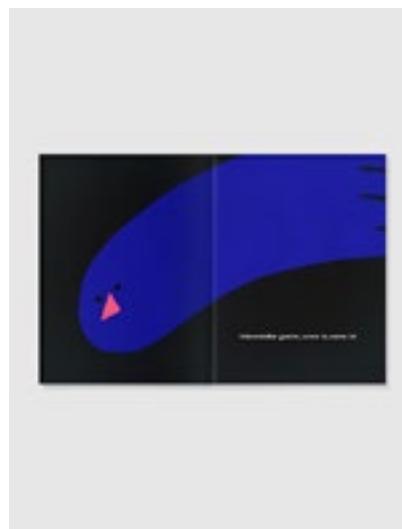
**Kid sizes range from 2/3 to 10/11 years.**

## ILLUSTRATED CHILDREN BOOK

Have you ever been invited to an intergalactic party? Benny Benson invites you all to his home planet. Nobody will be left out and we will have lots and lots of fun. What will we celebrate? That we are all made of stars! All you star children, let's twinkle!



We love books and their magic. Our collectable books tell the stories behind each collection. Our illustrated book We Cosmos is our ninth release, and it was the source of inspiration and starting point for Autumn Winter '19-20.



## DOWNLOADS

Campaign pictures

<https://drive.google.com/drive/folders/1HTNrYLbczE3hcr0Vt-0maQaCx187ESd0?usp=sharing>

Product catalogue

<https://drive.google.com/open?id=1h8VTw-L0Pe2cFUKCkkqBKbcjhxAHnVv6>

Kid & baby look/product pictures

<https://drive.google.com/drive/folders/1WwwWNwgZLgTRPgqrUlvHjdu2f85jA0ft?usp=sharing>

## DISCLAIMER

Some product pictures may slightly change due to final production processes.

We kindly ask you not to use these pictures before mid July 2019, we will be back announcing the date. Use them only on your own communication channels. Please respect the copyright on the pictures. As you may know, we are fighting against illegal copies of our brand in different countries.

## CREDITS

Art Direction and Design by Bobo Choses. Photography by Adrià Cañameras. Style by Adriana Esperalba and Mafer Navas. Make-up and hair by Marta Sáez. Star children are Ava, Khalid, Momo, Naomi and Noah.



BoboChosesAW19\_1



BoboChosesAW19\_2



BoboChosesAW19\_3



BoboChosesAW19\_4



BoboChosesAW19\_5



BoboChosesAW19\_6



BoboChosesAW19\_7



BoboChosesAW19\_8



BoboChosesAW19\_9



BoboChosesAW19\_10



BoboChosesAW19\_11



BoboChosesAW19\_12



BoboChosesAW19\_13



BoboChosesAW19\_14



BoboChosesAW19\_15



BoboChosesAW19\_16



BoboChosesAW19\_17



BoboChosesAW19\_18



BoboChosesAW19\_19



BoboChosesAW19\_20



BoboChosesAW19\_21



BoboChosesAW19\_22



BoboChosesAW19\_23



BoboChosesAW19\_24



BoboChosesAW19\_25



BoboChosesAW19\_26



BoboChosesAW19\_27

## ABOUT US

At Bobo Choses, we love creating fun clothes and accessories for babies, kids and parents to play with; writing crazy children books that give meaning to our collections and designing beautiful homeware that lifts our feet off the ground.

We work in an old toy factory two blocks away from the Mediterranean Sea, learning from the local manufacturers' know-how.

We are kids stuck inside adults; acting seriously funny and caring for the world and everything that is part of it.

At Bobo Choses we love to have fun!

## OUR COMMITMENT

At a time when environmental protection is no longer an option, but rather the key to our future, sharing this commitment with our children becomes an obligation.

At Bobo Choses we work constantly to achieve a sustainable production of our collections, but at the same time we believe in the power that kids have to understand, to act and transform, even more than adults. The protection of the environment is a responsibility, but we can protect it while we have fun.

This is our vision: to educate and engage kids is fun. Each collection we create is a commitment that inspires kids and adults to improve the world in which we live. Kids are the ambassadors of this commitment.

Creativity, having fun and responsibility define the profound respect that we have towards people and environment protection. Let's trust in kids and inspire them to be part of the change.

## CONTACT

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