

# leBebé

## Another side of leBebé: children's bedrooms showcased at Fuorisalone 2017



*"The greatest joy is in this home"...* says the latest message from leBebé, a brand leader in the sector of jewellery for mothers and their children.

The home is indeed the place for rich emotions: where we are born, grow up and go back to when we become adults, the origin of our deepest affections and bonds... a shell of emotions that is always there to accept and radiate the purest feelings.

To reinforce this concept of home, leBebé has asked Baby Expert, a company founded in 1960 that specialises in children's furnishings, to make and distribute its new children's bedrooms. The first two collections will be presented for the first time in Milan during the Fuorisalone event, in the space that will host leBebé first single-brand exhibition, in corso Garibaldi, 22.

The new bedroom project marks another "child" in leBebé's burgeoning family. The company aims to be a standard in the world of mums and their children. The two collections are based on the creativity of Alessandra Baldereschi, a designer with a light, poetical touch. She creates a sort of living fairytale, in which all the elements making up the project come together to depict a landscape.

*"There is no fairytale that does not have a trip in it. 'Once upon a time' immediately takes us on a voyage, beyond the here and now".*

Alessandra Baldereschi draws her inspiration from the classic fairytales, the enchanted places of a child's imagination. She uses transparent and colourful materials with rounded forms. leBebé's children's bedrooms are made from beechwood, with a water-based paint coating, and are in two ranges: **Bosco** (Forest) and **Casetta** (Playhouse). What makes them different from traditional bedrooms is the use of plexiglass, a new material for child furnishings, allowing the interaction of transparency and colours and highlighting the design elements.



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leBebé children's bedrooms by Baby Expert are available in two ranges: **Bosco** (Forest) and **Casetta** (Playhouse).

## **Bosco** (Forest) Collection:

In an enchanted forest filled with small birds, the cradle is hidden among the tree branches, like a nest protecting the most precious of gifts...

The child and his or her things are sheltered and protected by large trees, coloured outlines decorating the sides of furniture and making up a fantastic landscape. Because all fairytales take place in the forest...

## **Casetta** (Playhouse) Collection:

A house with soft, smooth forms, like a marzipan house, small birds chirping at the windows and a bear reaching out in a tender embrace, the symbol of a safe, sheltered and loving refuge. Immersed in the woods, a typical ingredient of children's stories, the house forms the centrepiece of the suite, made up of baby bed, changing table, set of drawers and wardrobe.

