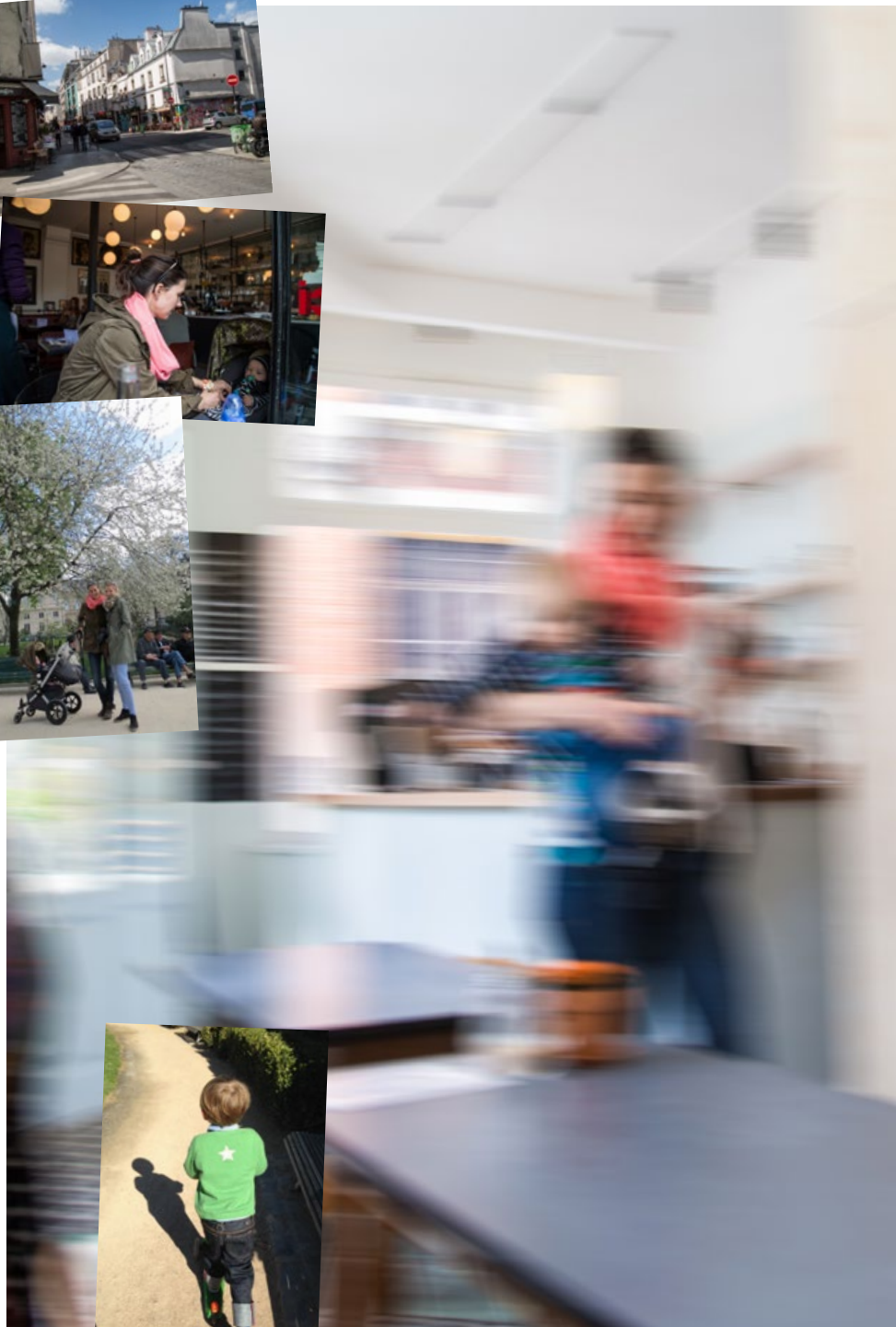
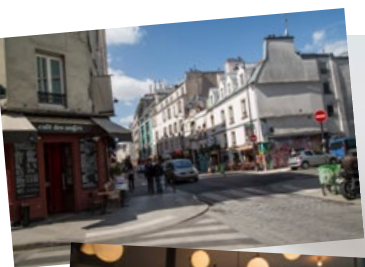




PAPA LOBSTER

100% cashmere

press material



Why not?

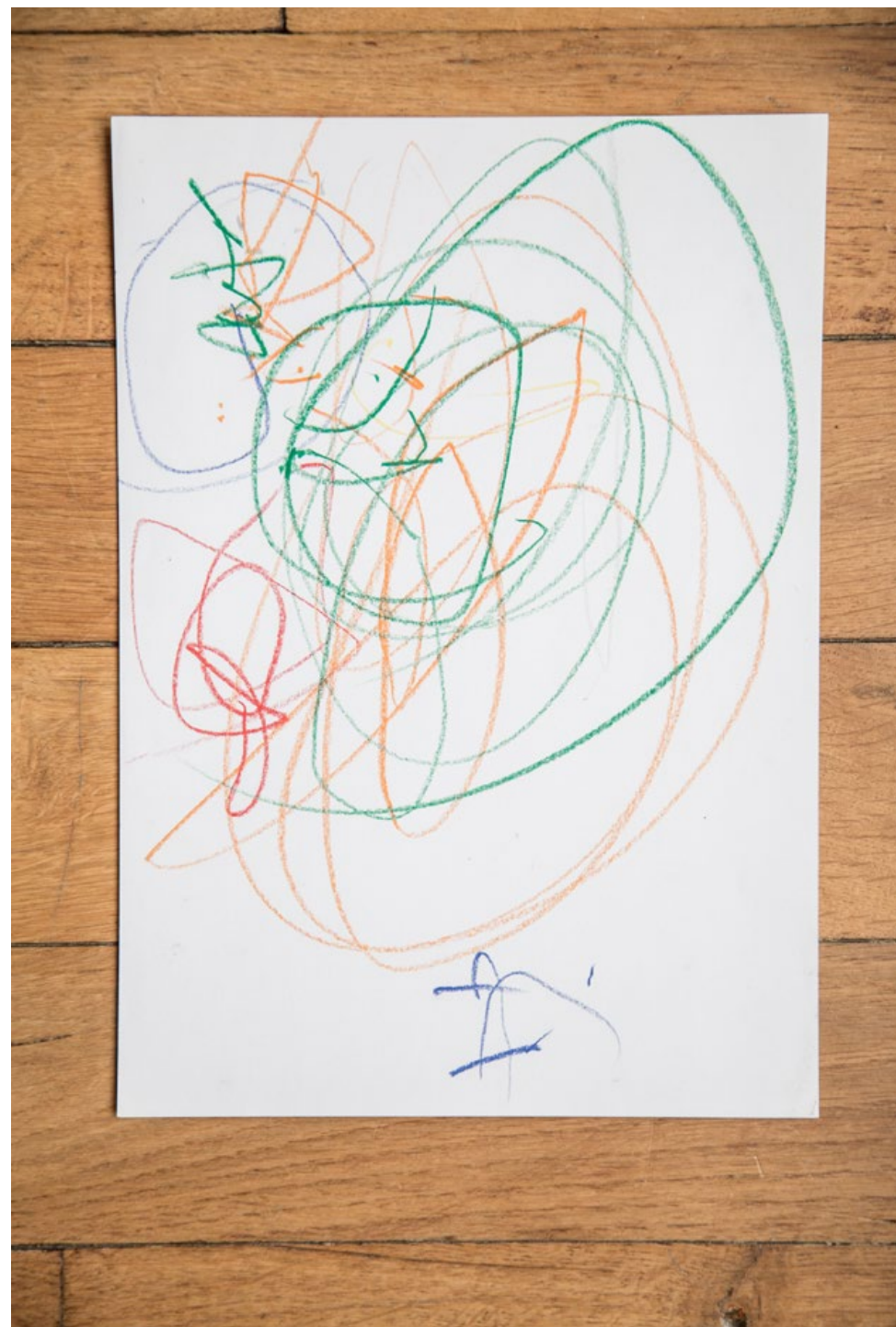
Kids want to know "why". Our children inspired us to ask ourselves exactly this question. Why not create something unique together? Why not follow your dream and make a professional change? Why not be free from parental leave and work-related relocations to new cities and countries. Why not link family and dream job while remaining flexible? Why not pause for a moment and dare to start anew? And why not also be a little mad?

The answer came to us in the spring 2013 while strolling through the picturesque streets and small lanes of Paris from the 11th to the 4th and 3rd arrondissements. The sun was shining and for the first time in a long while we had time to talk about our lives in Düsseldorf and Paris. We - Antonia and Johanna - have been best friends since childhood, and in the course of time have fantasized time and again about new ideas, about conquering the world and about making

crazy plans. In the meantime we are both full-time mothers of two kids respectively, caught between nappies on end, playgrounds and dirty dishes.

Inspired by the beautiful things we came across in Paris and empowered by the deep desire to put our own creative ideas into practice - independently - the idea was born to create our own label - for kids. The best part was that this thought didn't feel mad at all, it felt simply right.

This project was born as a logical consequence of our career path, the common joy to design and develop fashion and last but not least the inspiration that our children give us every day.

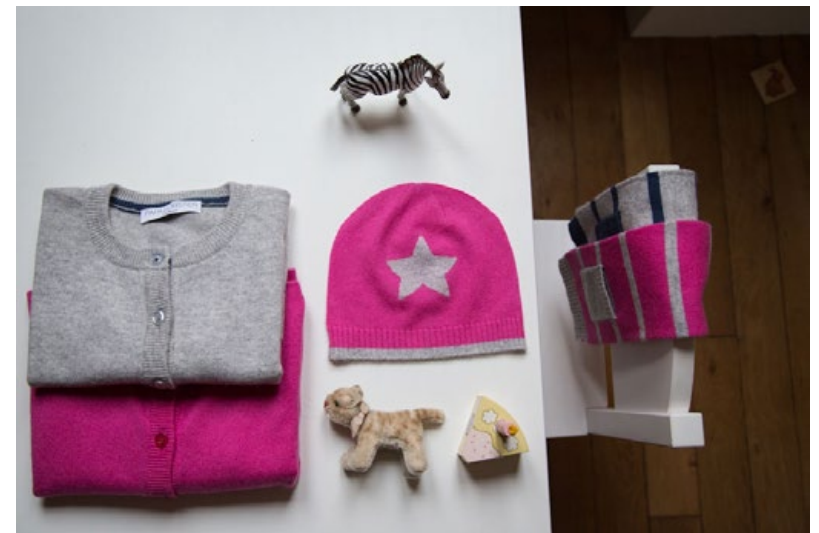




WHY KNITWEAR IS SO YOUNG HOW IS KNITWEAR PRODUCED

We knew from the start that it wouldn't be just any label. After all there is an almost endless offer of clothes and accessories for children for all tastes and price tags. What we thought was missing in kidswear are those favourite pieces that are soft, high quality, comfy, durable and with bright colours, but at the same time practical so as to avoid time-consuming hand wash or chemicals-based dry cleaning.

What we created is a young and modern label for knitwear that brings together our year-long professional experience in design and buying for the knitwear sector. A label that turns conservative design on its head by borrowing its high-quality wools but revolutionising its design in a playful way that is better suited for children. Very often we missed bright colours and sweet designs in the wardrobes of our own children, details that surprise and make a product special, unique designs that are fit for a child's age and can be work for a long time.







This is why our products are favourite clothes for adults as well as little ones, that can be passed on to younger children and that can be given as a present at Christmas, christenings, birth, birthdays and also simply to wear when playing and having fun. PAPA LOBSTER aims to be a timeless knitwear label.

WHY CHILDREN WEAR AND LOVE CASHMERE

When choosing the material for our children's clothes line, we quickly decided for 100% finest, pure, comfy and soft cashmere - the most expensive and best material in the world. We want to wrap our little loved ones in something that is good for ourselves too, something that fascinates us and makes us happy. But cashmere for children? Isn't this a contradiction? No, it is not.

Because cashmere:

- is very easy to wash and take care of;
- becomes more beautiful and softer with every washing;
- can be washed in any modern washing machine on the wool programme.





PAPA LOBSTER products are meant to be favourite pieces of 100% cashmere. They are products that people like to give as presents as well as have their children wear. But they are also meant to be for every day use at home, on the playground or at school. PAPA LOBSTER stands for products that fill your little ones with joy because the hats and scarves and jumpers don't scratch and are so light that they hardly feel them. Parents love them too because PAPA LOBSTER cloths are simply cute and are easy to care for just like cotton.





WHY IS PAPA LOBSTER GOOD?

A few years ago on a trip to Burma we met a very nice fisher in Myanmar. We spent a few afternoons with him fishing lobster-like crabs. This "papa lobster" had a large family with many children, and despite the poverty he and his family lived in he was joyful and had a great sense of humor. He wanted his sons and daughters to grow up well - no matter what.

We wanted this memory of "our papa lobster" and his family to be reflected in our own label.

We knew from the beginning that PAPA LOBSTER should be a creative endeavour that would help children living in poverty.

For every PAPA LOBSTER item that we sell we donate 1 Euro to the "Devighat Child Club" project in Nepal near Kathmandu. As a small thank you all our customers will receive a little finger puppet.

We collaborate with the Jürgen Wahn Foundation <http://www.juergen-wahn-stiftung.de> to make sure that the funds raised will be used wisely.

You can find more information on our donations here:
<http://www.papalobster.com/contribution>



WHY WE STRIVE TO PRODUCE PERFECT CLOTHES

One of the things we put extra attention into was to find the right suppliers that fit the PAPA LOBSTER vision.

We didn't want only beautiful and professionally produced products, we also want humane work conditions in the country where our products are produced. Conscious of what mass production involves, we chose to have our childrenswear produced in Nepal and its small-scale producers.

The PAPA LOBSTER cashmere collection is produced exclusively out of 100% of the finest cashmere that comes from inner Mongolia. Afterwards it is transported to Nepal where it is processed using hand knitting machines, hence transforming it into high-quality products. The small producers we work with in Nepal have decade-long experience and are very knowledgeable about it. Furthermore they use two-thread cashmere filaments that guarantee a more comfortable fit and the longevity of each item.

Lastly each item is tested for cashmere purity in a lab in Germany with the aim of offering always the same high quality of cashmere.



WHY OUR DREAM DID NOT REMAIN A DREAM

In November 2013 we founded our company PAPA LOBSTER GmbH. We knew that all the long working days, many decisions to take and the sleepless nights were worth when we received the first boxes in June 2014 containing the first items of the PAPA LOBSTER Autumn/Winter 2014/2015 collection. The content of those boxes was exactly as we had dreamt it would be in that café in Paris. We also realized that we were meant to work together. Antonia is designer in the field of visual communication and has studied in Berlin and in London. She gives life to our brand and leads our efforts with the online shop and marketing. Johanna has several years experience in design and buying in the fashion industry and has studied in Mönchengladbach (Germany) and in East Asia. She is responsible for the product. We are working with selected independent shops who love stocking our products. Our dream of an own fashion label has become a reality. And now we would love you - little ones and adults - to dream with us and enjoy our comfy, soft and beautiful PAPA LOBSTER childrenswear.





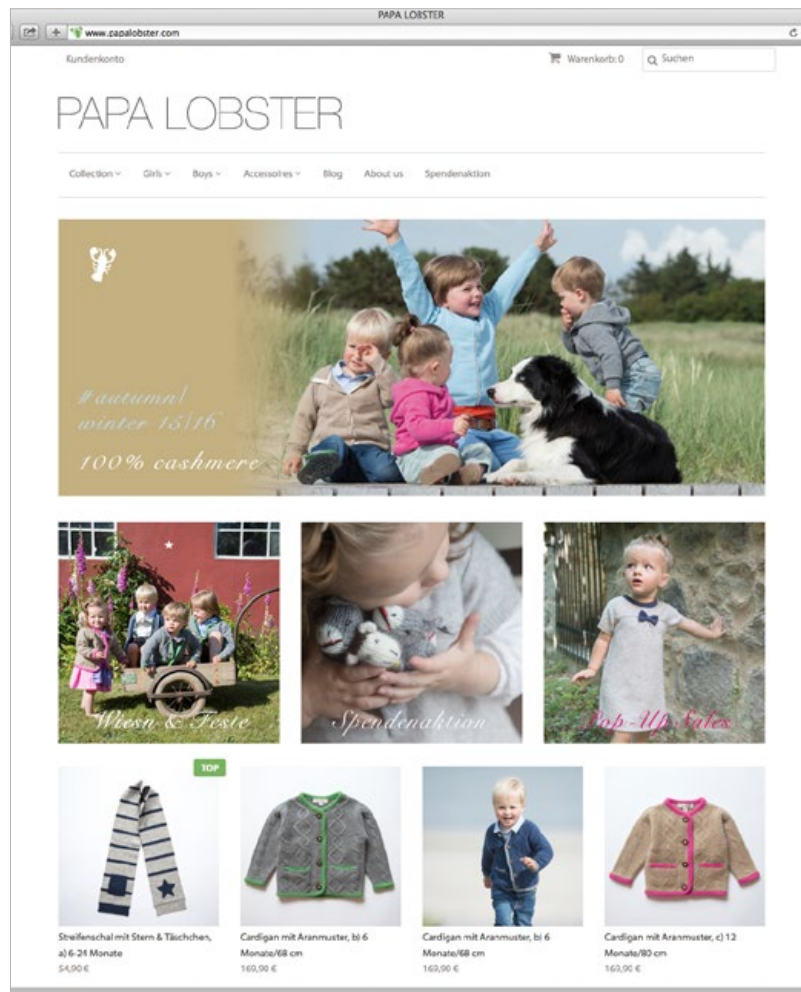


PAPA LOBSTER sellers

Since August 2014 PAPA LOBSTER went online at www.papalobster.com

Our products are also available at selected retails shops. You can find the list of shops here:

<http://www.papalobster.com/pages/retailer>



Social Media

You can receive news, events and updates about PAPA LOBSTER on our blog, on Facebook, Instagram, Twitter and on Pinterest.

Blog: www.papalobster.com/blogs/news

Facebook: www.facebook.com/papalobsternews

Instagram: www.instagram.com/papalobsternews/

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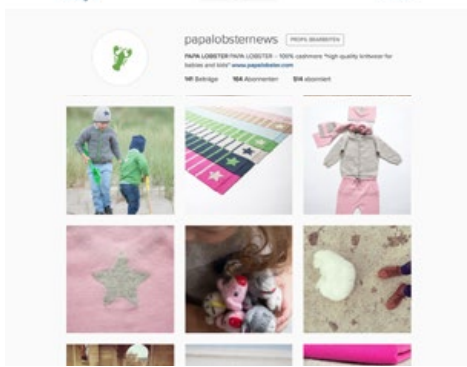
PAPA LOBSTER Lookbook

autumn/winter

<http://papalobster.fr.w0108d5b.kasserver.com/lookbook.pdf>

spring/summer

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