

# happy home



done  
bydeer™  
Danish Design



# happy home

Join our Deer friends in the celebration of our Happy home 2020 collection. A collection filled with amazing new designs that will thrill little ones and make parenting life a little easier.

Pack up for adventures in sustainable and functional bags for both large and little made from recycled PET bottles. Dive into an ocean of soft muslin bath textiles and playful bath toys with our new Sea friends Jelly and Wally.

Turn any meal into a festive feast. With new clever silicone tableware and dreamy dinner sets our range of practical eating essentials will make eating fun and less of a mess for little eaters.

Explore toys for babies and toddlers that will encourage reaching exciting milestones and playful learning.

Soft pastel shades complemented by warm mustard hues give character to an overall Nordic mood.

Enjoy!

make  
*eating fun*







## ... BEFORE IT MAKES PERFECT

Let an array of colours and Deer friends add excitement to everyday meals. Our silicone tableware is soft, durable and practical. With natural anti-slip and easy grip, inside rounded edges to support easy scooping and a heat-resistant material, this will soon be an everyday favourite.



Welcome under the sea.

Meet the Sea friends Jelly and Wally and dive into  
an ocean of soft multi-layered muslin bath  
textiles and playful bath toys.

Wrap little ones in cozy hooded towels after bathtime,  
snuggle up in bathrobes on slow weekend mornings or bring  
ponchos for warmth when going on beach adventures.

There's a new element to be explored when little ones join  
Jelly and Wally at bathtime. This soft pair is all about splish, splash  
and giggles when they get all soaked up and turn drizzling  
water fun into the best time of the day.

Dive in!







## C L E A N   T O N E S

In a sea of colours, warm mustard hues stir up the soft pastel shades.

The soft muslin is lightweight, smooth on the skin  
and will soften even more when washed.











## MAKE IT A SPLASH!

Make bathtime fun with Sea friends Jelly and Wally  
- ready for a dip and a drizzle any day.





## W H A L E   O F   A   T I M E

When it's time for a breather, the Sea friends silicone dinner set is perfect for lunch or snacking in the shade. Enjoy some downtime with Jelly and Wally and load up on puzzle play. In a while you'll be ready for another dip.







first sleeps



## T I N Y   S L E E P Y   H E A D S

Our sleepy bags will keep tiny ones warm and comforted while they sleep. Sleepy friends and Dreamy dots will stay put no matter how much active little sleepers move around.













*Breathable and air permeable - tested and compliant with BS4578. Mattress firmness - tested and compliant with EN16890.*

## COZY CARING

The Cozy nest is designed with great care and love for tiny ones, choosing high quality materials and providing the best sleeping comfort and safety. Our popular Cozy nest is getting an upgrade to the Cozy nest Plus – with a sleeker look and added features it continues to provide tiny ones with a safe and cozy feeling.



## B A B Y ' S   F A V O U R I T E

The Cozy nest encases and comforts tiny ones creating a familiar environment and a feeling of safety when transitioning from mummy's tummy.

Soft and comfy for little ones – perfectly snug for sleep, rest, play & tummy time.



# first toys

Babies start to explore the world around them very early on. By playing with different kinds of activity toys they stimulate and develop their senses.

Let our strong selection of toys, featuring our Deer friends, join your tiny ones on their incredible journey growing up, learning and mastering new skills.

The subtle yet contrasting colours used in our designs are stimulating as well as pleasing to look at.

Go explore!









*The soft play mat is ideal for  
playtime. It is easy to roll up,  
bring along or store away*







## T U M M Y   T I M E   F U N

Get little ones excited about tummy time. The Croco tummy time pillow will help strengthen your baby's neck and back. Designed with sensory features to encourage a longer and more active playdate with Croco.







## JOIN THE GYM

The flexibility of the award-winning Activity gym really sets it apart from any other baby gym. It stands freely anywhere and is easy to store away, move around or bring along. Movable toys, mirrors, textures and cute sounds are all part of the sensory experience.



## MIRROR PLAY

Babies are fascinated by their own reflections and love mirrors. The Elpee floor mirror will keep your tiny one entertained while enjoying tummy time. Exploring the reflections, tags, textures, cute sounds and more – it is such a joy.





## N A P P Y   H A P P Y

Much time is spent at the changing table so make sure it is functional, comfortable and enjoyable. Keep your little one entertained with engaging activity toys. It is the perfect opportunity for a sensory experience and precious time spent together.







# out & about

Functionality, long-lasting design and sustainability are thoughtfully combined in the Done by Deer bags for large and little.

PET bottles are being recycled when manufacturing both the outer fabric and inner lining of our bags. A waterproof coating makes the surface soft and durable and keeps your belongings dry, if caught in the rain.

A line of bags with easy access and easy carrying for all. Spacious and practical changing bags – giving you the freedom you need, to bring along and be free, when out and about. Cute and cool kids bags for going off to pre-school or on adventures.

A clean and urban look, cool and timeless design details and colours to match.

Perfect bags for the whole family.

Ready to go!



## CHANGING BACKPACK

A practical changing bag is essential when touring with a little one. This cool and versatile backpack in warm mustard, deep blue or classic grey is the perfect backpack for both mums and dads.

It will accommodate your needs for the baby years and beyond.





PET bottles were recycled to make the changing backpack

## E A S Y   A C C E S S

The spacious changing backpack gives you the freedom to roam hands-free and bring along all your baby essentials. The wide opening allows for easy access to the large main compartment and multiple pockets, making organising a breeze.



PET bottles were  
recycled to make  
the changing clutch



## COMPACT CHANGES

If bringing only a few basic needs for quick nappy changes, the changing clutch is a perfect companion. Lay baby comfortably on the padded changing mat that folds up easily to fit in the clutch. The waterproof surface is a great convenience when away from home.









PET bottles were  
recycled to make  
the kids backpack









weather  
proof



reflective  
print



PET bottles were recycled  
to make the gym bag or  
roll-top storage bag





## K I D S   B A G S

Pack your little one's gear in a practical and fun backpack, gym bag or roll-top bag and get them ready for any outing. The bags have a cool reflective Elphee print and are perfect for lunch boxes, toys or a change of clothing.

# stick & stay

With practical and fun silicone Stick & Stay tableware shaped as Deer friends, little eaters are all set for learning to eat on their own.

A clever suction base makes sure that Elphee, Ozzo and Croco stick around for the entire meal. The inside rounded edges make scooping up food easier to master.

Soft pastels, warm mustard and playful green combined with black contour animals make this kids tableware turn up the cuteness factor at the dinner table and stand out with its practical features.

Bon appetit!







## S N A C K   A T T A C K

Keep an eye out – Croco is on the lure for a friendly snack attack!  
The Croco Stick & Stay snack plate will stay in place, and three practical compartments keep everything separated, when little eaters snack away.



*Little fingers can  
easily grasp the  
silicone mini mug.*





## HOT & COLD

Our silicone dinnerware is perfect for all food and drinks – both hot and cold. Use it for preparing the first solids and porridges directly in the oven or microwave. And why not bake an Ozzo cake or use the mini mug as an ice cream mould.

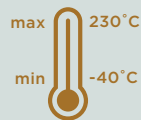


# 100% food grade silicone

We could not be more thrilled about our silicone kids tableware since silicone has so many features to be excited about.

Natural anti-slip, easy grip and a suction base make it perfect for little eaters when learning to self-feed.

It's soft, durable, easy to clean and heat-resistant – safe to use in:



Practical tableware  
with a long-life.

Dig in!





# grow & play

A perfect nursery should grow with your little one. Starting out being a place for sleep, nursing and nappy changes where functional and convertible furniture and playful and practical interiors keep up with your growing child's needs.

Gradually the nursery evolves to include an inviting play area where the child can start exploring. The Done by Deer selection of toys not only spark the imagination of little ones it also challenges, entertains and stimulates babies and toddlers mentally and physically.

In our toys you find the Deer friends, who are always ready to join the fun, give cuddles, be a bedtime companion and follow little ones through thick and thin.





reddot design award  
winner 2017







## A P O C K E T F O R E V E R Y T H I N G

A functional changing station is key because of all the time spent there. Keep the essentials close by in soft wall pockets. By adding practical storage boxes to the compartments of the storage rack everything will have its place.

- There is a place and a pocket for everything.



reddot design award  
winner 2017

*The award-winning  
baby cot converts  
through four stages to  
accommodate your child's  
needs and development  
from newborn baby  
through to toddler  
and beyond.*









## ROOM FOR PLAY

Create a space filled with 'hygge' that will spark creativity and make room for play. Decorate with pillows, soft blankets, duvets and cuddly Deer friends. A small nook can become a cozy and magical hide out for adventurous toddler fun.







## W A L K   W I T H   M E

Croco is a fun and helping friend when little ones take their first steps.  
Load up all your Deereest friends – it is time to go for a ride.



*The storage rack is perfect for storing toys, books, and favourite items in the kids room. Add storage boxes, pixi and things shelves to keep everything organised.*











## D R E A M   A W A Y

When it's time for you and all the Deer friends to Zzz away  
snuggle up in soft bedding, give into sleepy eyes and  
say farewell to another joyful day.













# dreamy delights

Elphee & Raffi are sure to delight little eaters  
when turning any meal into a festive feast





## D O N ' T   M I N D   T H E   M E S S

Learning to eat on your own can get messy. Protect your little eater with a long sleeved bib at mealtime or when it's time to get crafty.

- Just wipe it clean and you are ready for another round!







## Y U M M Y +

Make mealtime a success using the Yummy<sup>®</sup> tableware with anti-slip and easy grip.

The award-winning kids' tableware have been thoughtfully designed to suit the skills of little eaters who are getting to grips with feeding themselves.













## A L I T T L E   S P A R K L E

Golden details shine through in the Done by Deer tableware collection. A metallic streak and a few shimmering sparks blend delicately with lovely warm hues of powder, blue and grey.

A little sparkle here and there will add an understated charm – subtle yet powerful.

Let mealtime sparkle and your kids' dinnerware too.

# for the love of little ones

When designing for small children we take on a great responsibility to create products that help and support them on their fantastic journey growing up and mastering new skills.

Seeing the world through the eyes of children is to us fun and hugely inspiring.

Our collection covers every aspect of the day spent with little ones. We take pride in creating products that excite with functional and playful features and details.

We design for little ones and also for parents in a Nordic style with a subtle stylish colour palette to match a modern home. We always aim for a perfect mix of humour, simplicity, aesthetics, functionality and most of all you can trust that each design is thoroughly tested, safe and 100% friendly.

Through our Deer friends; Antee, Croco, Elphee, Nozo, Ozzo, Raffi, Zebee, Jelly and Wally our designs tell a story that make children laugh and grown-ups smile.

These nine lovably characters form the DNA in all our designs.

I hope you enjoyed exploring our Happy home collection.



**Helene Hjorth**

*Head of Design*







wanna be friends?



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#donebydeer

