

MINIMUHUU

Spring-Summer 2017 collection  
Press release

SS/2017 Collection  
« Native American Symbols »



# MINIMUHUU

## Our story

Minimuhuu is located in a small Aixoise Bastide on the South of France, **Aix en Provence** often referred to as the city of a thousand fountains.

Minimuhuu was born in 2016 with the idea of creating a designer and long-lasting bedding collection, made out of **high-quality organic textiles**. This collection wants to capture the **essence of different cultures** with patterns *inspired by nature and culture*.

At Minimuhuu, we make baby & child duvet covers, cushions and bags in soft and luxury washed linen. We think that using safe, **ecologic materials** are the best gift for your child.

The creative department is led by **Monica Durban**, founder and CEO of the company.

A photograph of several potted cacti and succulents in a nursery. The plants are in light-colored, rounded pots. The cacti have various shapes, including tall, columnar ones and shorter, bushier ones. The background is slightly blurred, showing more plants and a white wall.

**ORGANIC BEDDING  
COLLECTION FOR BABY & CHILD**

*join our tribe*

# MINIMUHUU

## About Spring-Summer 2017 Collection

The Spring-Summer 2017 Collection was inspired by «Native American Symbols» and their love to express ideas through images.

We have chosen two symbols: **Stars**, *inspired by nature*, refer to Leonidas and **Arrows**, *inspired by culture*, touch on protection, movement, and journey.

SS17 colour palette has soft and fresh, timeless and elegant tones, that fit in any child's room or nursery, running from grey to brush pink.

Minimuhuu offers plain and printed pieces with subtle copper stars or arrows. Combine them and create your own style!



# MINIMUHUU

## About Eco-Materials

We are passionate about natural materials, and constantly searching for the best yarns for our collections. Minimuhuu only uses **high quality of 100% organic linen**.

We have selected an European fabric supply that works according to **Oeko-Tex Standard 100**.

**Linen** is naturally hypoallergenic and highly breathable, so it is very suitable even for the youngest. Linen fabric grows better with age and becomes softer with every wash.

**Ecological dyed and organic linen** is a fantastic match for your baby and child's delicate skin.

Our approach is ethical, environmentally friendly. We keep working hard to find the best materials for our environment and for your family.

Spring-summer 2017 collection

ECO CONSCIENCE

PRESS RELEASE

For Mums and Dads

Share a moment with your children to find out  
about the secrets of **Native American  
Symbols** and their essence.  
They will be thrilled to learn about it.



Spring-summer 2017 collection

Minimuhuu offers a cute choice of 100% organic bed linen to take care of your little sleeping beauty!

# MINIMUHUU

20 BOULEVARD PAUL D' OLLONE

13090 Aix en Provence, France

00 33 (0) 6 71 82 33 99

[www.minimuhuu.com](http://www.minimuhuu.com)

[hello@minimuhuu.com](mailto:hello@minimuhuu.com)

FOLLOW US ON INSTAGRAM @MINIMUHUU

**THANKS FOR TRUSTING US**  
**MONICA DURBAN**

**MINIMUHUU**

**Tel + 33 (0) 0671823399**