

**œuf**



EST. 2002

BROOKLYN



## MANIFESTO

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When we were kids, whenever our parents dropped us off somewhere like school, our grandparents' house for the weekend or even summer camp, they always gave us a hug and a kiss and told us to "be good!" as they waved goodbye.

As kids we were very literal and knew this meant...don't cut your sister's hair, don't glue yourself to the wall, don't go running off into the woods with nothing but your underwear and a toothbrush. At the time, it was mostly about good behavior.

Now as parents, we realize there is a whole other level of meaning when we kiss them goodbye and tell them to be good. We know we're really telling them to be good people. Do the right thing. Make us proud. Be the kind of people we hope to be.

As Oeuf, we have the chance to elevate this notion once again and be a good company. When we say Be Good, we mean...

### *Be good designers.*

Simple, clean, intuitive products that are easy and safe to use; made with quality craftsmanship that will last from generation to generation; designed with a European sensibility that is fun and stylish, reflecting the needs and lifestyle of today's families.

### *Be good people.*

Respect the people who work with us and treat them fairly whether employees, artisans, retailers or consumers. Provide a safe and supportive working environment that allows working families to live and thrive in the United States, Europe and abroad. Honor cultural traditions, diversity and local values. Pay people living wages that enable them to live healthy and fulfilling lives and send their own children to school.

### *Be good to the planet.*

Use natural, renewable, recyclable materials that emphasize conservation and lead to environmentally sound products. Employ eco-conscious manufacturing processes that promote sustainability.

Be Good is not just something we say, it's something we mean. As parents, we want our children to inherit a world that is better than we found it. As Oeuf, we have the ability to make that happen.

*Oeuf*

## OEUF

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*Modern Lifestyle for Baby and Child*

The Oeuf lifestyle unites tradition with modernity. Utility with comfort. And always, serious function with an ever-childish sense of fun.

Prioritizing eco-friendly, organic materials and ethical production, Oeuf's quality is purposefully focused on the real needs of modern families. Simple, fundamental values that have informed every item Oeuf has created since its inception in 2002, and continue to provide the solid foundation for the expansion of the Oeuf universe today.







## FURNITURE

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*Oeuf furniture: style, with substance, that will last for generations.*

Oeuf has long been recognized as an innovator in modern nursery and juvenile furniture design. Clean lines, functional designs that work with any décor, and adaptable shapes mean that Oeuf works for a modern lifestyle, and grows with the needs of modern families.

Our furniture is sustainably produced in Europe, using the highest quality materials including solid Birch wood, Baltic Birch plywood, and eco-MDF, all made in a Forest Stewardship Certified-certified facility. Our finishes are water-based, non-toxic and free of environmental hazards. And all of our cribs, beds, and dressers are Greenguard Gold certified, having met extremely rigorous standards regarding VOCs and chemical emissions.





















## CLOTHING & ACCESSORIES

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*Oeuf's clothing captures the whimsical joy of childhood, with a sophisticated sense of color and texture, and quality that endures.*

We work with pure, natural materials sourced locally and produced in limited quantities. Using organic pima cotton and baby alpaca, we are able to produce incredibly soft, luxurious clothing that is hypoallergenic and environmentally friendly, with quality that endures.

Originally known for exceptional 100% baby alpaca knitwear, Oeuf has also become recognized for its exclusive original prints on a range of wovens, tees, and French terry styles, as well as 100% cotton knits for all seasons.



















## DECOR & GIFT

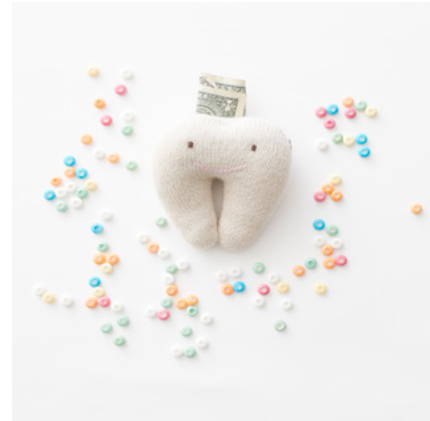
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*Oeuf décor: a range of high-quality, exquisitely crafted, unique pieces that add a personal touch to any room in the home.*

Our hand-loomed wool rugs and pillows, and our hand-crafted shaped baby alpaca pillows, add the essential accent to the modern home.

Each piece is produced with artisans in Bolivia and Peru in limited quantities, resulting in true works of art that can be incorporated into everyday life.







## ORGANIC LAYETTE

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*Oeuf's layette is based on a simple premise: simply the best organic pima cotton essentials for baby.*

Pima cotton excels in fiber length, strength and durability. It is breathable and hypoallergenic in addition to having natural antibacterial properties.

And from the start, we have used GOTS-certified organic cotton, free from toxins not just for the benefit of babies, but also for farmers, workers, and the environment. Working with small workshops in Peru where our organic pima cotton is sourced, we are able to combine exceptional quality with exclusive new prints and colors each season, for a fresh take on elevated basics.

















## ORGANIC BEDDING

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*Oeuf's organic bedding is made from 100% GOTS certified organic pima cotton jersey.*

Unparalleled softness, with the ease of a favorite tee-shirt, makes this the perfect fabric for cribs, toddler beds, and twin beds. Our exclusive prints coordinate with the Oeuf universe: always playful, yet subtle, to please children and parents alike.











## PRODUCTION

### FURNITURE - MADE IN EUROPE

*All Oeuf's furniture is made of sustainable, premium materials and is ethically produced in Latvia.*

Known for its quality and tradition in woodworking, Latvia also has strong standards and regulations relating to labor, safety, quality, and the environment. Our furniture is produced in a Forest Stewardship Certified facility, with state of the art dust collection and recycling or reprocessing of all wood waste.

In addition, our engineered eco-MDF panels are made from recovered wood fibers. We only use non-toxic, water-based finishes on all of our products, and all of our materials (solid wood, Baltic birch plywood and eco-MDF) meet the stringent European E1 and Californian CARB 2 emissions standards.

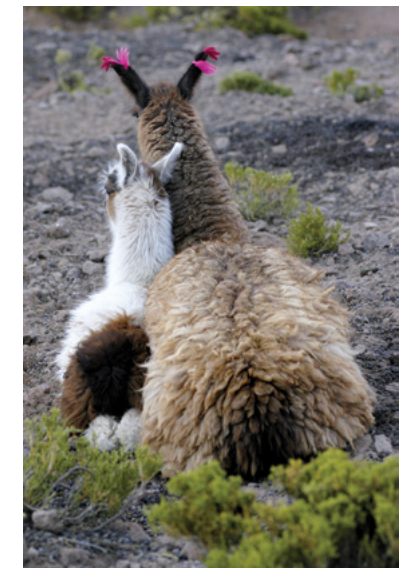
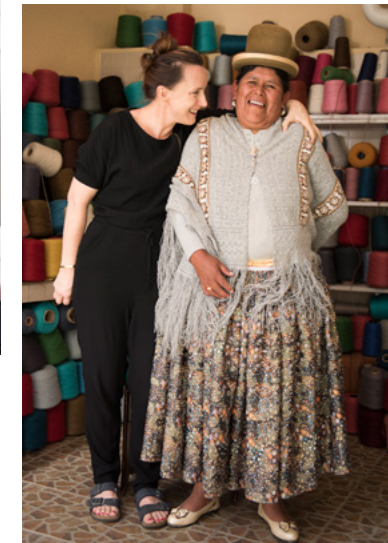
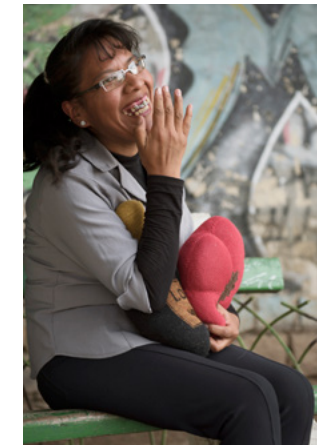
Oeuf is proud to offer an extensive selection of GREENGUARD Gold certified furniture. The GREENGUARD Gold mark certifies that our furniture has been independently tested and verified to meet rigorous standards for chemical emissions and volatile organic compounds (VOCs) such as formaldehyde and phthalates.



100% BABY ALPACA - MADE IN BOLIVIA

*When you buy Oeuf knits, you transform the lives of Bolivian women and their families.*

Handmade in Bolivia by a Fair Trade women's collective, our knitwear combines traditional craftsmanship with modern design. Made with 100% baby Alpaca wool, the knits are soft, luxurious, hypoallergenic and eco-friendly.







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## GOTS CERTIFIED PIMA COTTON - MADE IN PERU

*All our organic cotton is custom-produced for Oeuf in Peru, adhering to the highest standards to protect the environment, workers, and consumers.*

The Global Organic Textile Standard (GOTS) is the worldwide leading textile processing standard for organic fibers, including ecological and social criteria, backed up by independent certification of the entire textile supply chain. GOTS certified organic cotton cannot be treated with bleach, formaldehyde or other toxic substances. Our dyes are water-based and non-toxic. Our entire process is tightly controlled, with small and conscientious production to ensure quality and environmental safety to the highest standards.



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100% WOOL - HAND-LOOMED IN PERU

*Our rugs and pillows are hand-loomed by artisans in Peru using traditional techniques passed down through generations.*

By working with these artisans we help preserve their techniques, while providing our customers with sustainably produced items of exceptional quality.





## FOUNDERS

*Michael and Sophie live in Brooklyn with their two children, who are their main source of inspiration for creating new products.*

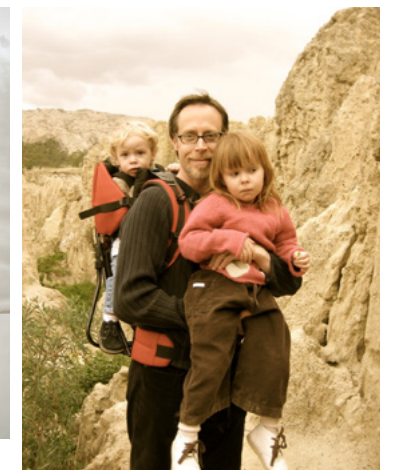
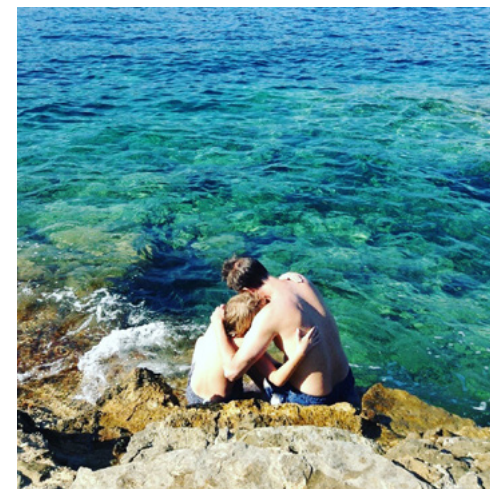
Oeuf's commitment to combining intuitive design, ecological and sustainable production with simple & clean style has made it one of the most respected and independent brands in the market.

Michael Ryan and Sophie Demenge are the husband-and-wife team who created Oeuf. Born and raised in upstate New York, Ryan brings an engineer's perspective and eye for minimalist design to the company's high-quality, functional pieces. Raised in Paris, Sophie's playful and practical approach to design was nurtured in such diverse places as the philosophy department at the Sorbonne, trapeze classes in San Francisco and the Pratt Institute in New York.

After meeting, the pair teamed up to hone their aesthetic in R+D Designs, a home goods company known for ingenious pieces. The birth of their first child in 2002 turned the couple's talents to children's design, and together they created Oeuf with the vision to provide modern parents with high-quality, streamlined pieces that are sustainably sourced and responsibly created. The company started with just one crib, and has grown to produce several lines of stylish nursery and junior furniture, kids' clothing, fun toys and elegant yet whimsical décor objects, sold all over the world.

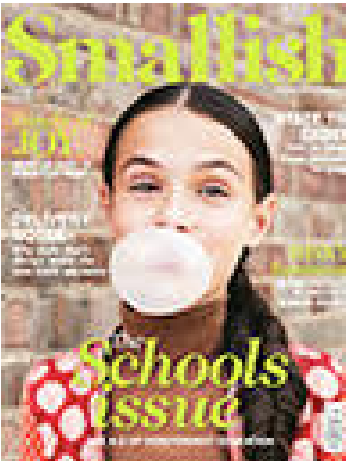
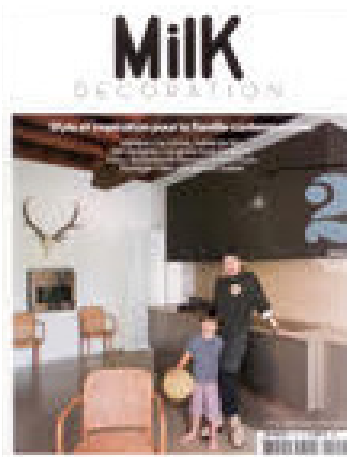
Michael and Sophie live in Brooklyn with their two children, who are their main source of inspiration for creating new products. Being parents gives them great insight into what kids will love using and what parents want, allowing for kid-friendly furniture and décor to blend in a modern stylish house. Their family values reinforce their commitment to ethical business practices – leading to the company motto, "Be Good."

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PRESS



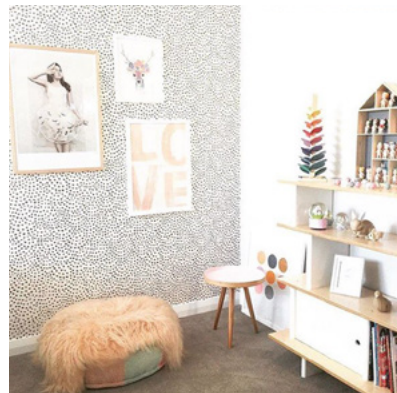


PRESS





# INSTAGRAM



The quickest way for a parent to get a child's attention is to sit down and look comfortable.



to be honest, i'm just winging it. life, motherhood, my eyeliner. everything.



before i had kids i was so selfish. i used to shower, like, every day.





