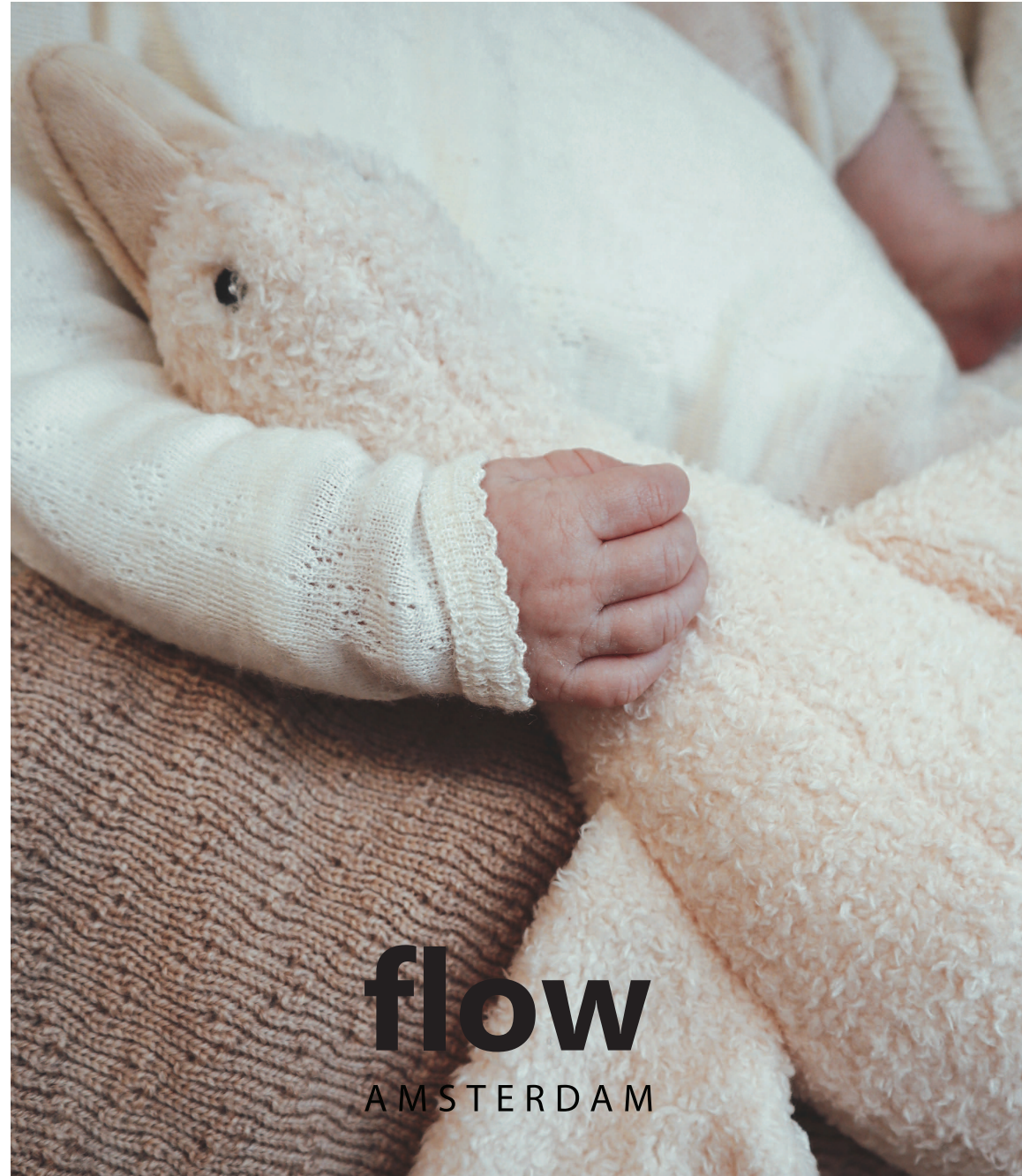


COLLECTION

2022 - 2023



flow
AMSTERDAM

A close-up photograph of a baby lying on its back on a light-colored, textured blanket. The baby is looking towards the camera with its mouth slightly open. Next to the baby is a large, light brown teddy bear wearing a white and yellow striped shirt. The background is softly blurred, showing a wooden crib and a pink blanket.

flow

AMSTERDAM

About our brand

Flow Amsterdam is a dutch brand that designs products which give young parents the rest and harmony in those early years. As young parents we know that having a baby is the most special experience, but parenthood also has a lot of challenges. With our products we want to give young parents support, and their babies the love, trust and security they need for their development in those early years.

“Because a good start in life
means everything”

HEARTBEAT COMFORTERS

Plush



Ollie
1675027



Milo grey
1685027



Milo brown
1825027



Robin grey
1805027



Robin orange
1815027

Help your baby fall asleep peacefully with our heartbeat comforters imitating a heartbeat and playing soothing melodies. Choose from a waterfall sound, heartbeat sound or 2 different lullabies. Set your preferred time for the music box to stop playing, and place the music box inside the toy. It will automatically start playing again at the sound of your baby's crying. These cuddly friends will help your baby feel at ease and fall asleep quietly.

"Will help your baby fall asleep peacefully by hearing familiar sounds"

Knitted



Moby green
1365O27



Moby grey
1655O27

Teddy



Liva brown
1835O27



Liva beige
1845O27





The collection

The collection exists of function products, that are stylish and easy to use. With every product we design we think about how we can support kids and young parents during the many challenges parenthood gives you in the first years. To develop as a child it is important to have a good amount and good quality sleep. In our collection you find a lot of products that focus on supporting your baby's sleep. Other than supporting sleep, our collection is also focussed on the development of your baby in their early moments. By using our products as a parent you'll experience more moments of rest and harmony, which in their place contribute to a happy family life.

“Will stimulate your baby’s
visual development”



Ocean
1705027



BABY MOBILES

Boxmobile Ocean is a stylish boxmobile which will calm down your baby by listening to the sweet melodies and watching his ocean friends. You can choose between 4 different melodies, from which Mozart and Meditation are our favorites! The boxmobile has a timer-function (15 or 30 minutes), is rechargeable and comes with a remote control. This mobile is not only very sweet to look at and listen to, it will also stimulate your baby’s visual development.

BABY GYMS

Our Baby Gym Ocean will make sure your little one can entertain themselves for hours. There is enough to explore by watching, feeling and hearing. This supports your baby when they are developing all their senses. On top of that, your baby will get more and more control of their grip and they learn that toys move when you touch or grab them. Baby Gym Ocean has 3 fun toys: A ray with bell, an octopus with a vibrate function and a whale with a happy melody. On the sides of the Baby Gym there is a crisp cloth and two wooden rings. You can easily attach and detach the toys so you can use them as a separate toy.

“Will help your baby develop
their senses”



Ocean
1725027





Flow Amsterdam & Sustainability

Flow Amsterdam sees the importance of developing and producing sustainable products. A product that lasts longer has more value: A higher quality, less after care and a step closer to a sustainable society. When developing new products, the sustainable solution always has our preference. A good example of this is our rechargeable baby mobile, projectors and our night lights.

On top of this we want everyone who works for or with us to be able to do this in a safe and nice way. This concludes everyone within our own organisation, but also all our partners. We always make sure there are good work environments, no childlabor, no corruption, no discrimination. We are glad we can work on a better future, a healthier world and we will always try to find ways to improve even more.

PROJECTORS

Our projector will change your kidsroom into a magical world. Your little one will fall asleep peacefully by looking at the projector and the projection of cute dots at the ceiling of the room. The projector is also a nightlight with all over stars. It has 6 different light-options; white, blue, yellow, multicolor, fading between colors and fading all colors. You can also choose between 3 different brightness options. The projector is rechargeable and has a 30 minute timer function.

"Calming down by watching a magical world on the ceiling"



Björn
1695027



Moby
1785027





Our mission

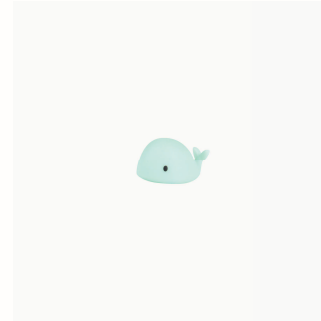
Flow Amsterdam wants to create a more fun and easy life for parents and their children. Having children is very special and we feel they deserve only the best. Our meaningful, functional, stylish and trustworthy products give them the love, harmony and safety they need during their development. We want to support all young parents in the many parenting challenges they face.

MOBY FAMILY

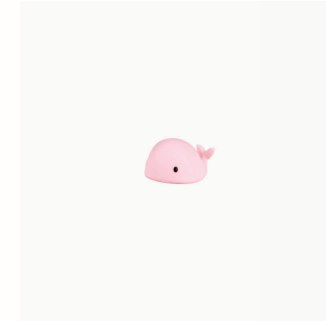


Moby has grown into a complete family. Moby is available in 4 different sizes and recently we added our Projector Moby, so we will have a favorite Moby for everyone!

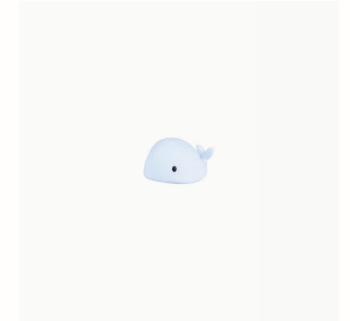
Moby Mini



1435O27

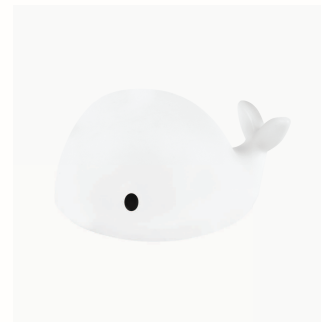


1445O27



1455O27

Moby Small, Medium and Large



1135O27



1515O27



1345O27

"A favorite Moby for
everyone"

NIGHT LIGHTS



These happy LED night lights are rechargeable by USB and changes color by tapping their back. Have the night light turn off automatically after 15 minutes or choose to leave it on all night, both options are possible using the on/off button. their soft texture makes it possible for kids to safely cuddle with it before soothing them to sleep!

Night light



Moby
1135O27



Fabian
1475O27



Robin
1485O27



Apollo
1605O27



Hero
1715O27



Liva
1795O27

"No more afraid of the dark"



Our philosophy

We dream of bringing harmony, simplicity and happiness in the life of young children and their parents by creating meaningful products.



Wall mounted



Björn
1145O27



Oscar
1755O27



INTERIOR LIGHTS

This interior light is rechargeable so no need for batteries. By tapping the light it changes color. Have the interior light turn off automatically after 15 minutes or choose to leave it on all night, both options are possible using the on/off button. The light is made of a hard and sturdy material, ideal for kids to play with.



Rechargeable



Moby
1515O27



Fabian
1535O27



Hero
1735O27



Apollo
1745O27

“Lightens up your kidsroom”

Play



Our values

Rest and harmony

Flow Amsterdam knows parenting has many challenges. We would love to contribute to rest and comfort for children and their parents by bringing harmony into the daily life of families with our products. We make sure that as a parent you can trust us every day.

Loving

Flow Amsterdam gets inspired by the unconditional love you have as a parent for your baby. When designing our products we always keep the love, security and trust you give them during the development in their early years in mind.

Supporting

When designing our products we always look through the lens of the user, therefore Flow Amsterdam products are functional at first. Our products are easy to use and of high quality. We keep on looking for new and original ways to implement this in our collection.

Stylish

Flow Amsterdam designs products that are not only functional, but also stylish. With our products we show that simplicity, functionality and style can be combined perfectly.

Plug



Moby
1345027



Apollo
1665027



Björn
1525027



This Interior light is impressive because of his size and will lighten up your kidsroom. The light is made of a hard and sturdy material, ideal for kids to play with. The light will be turned on and off by the switch.

BLUETOOTH SPEAKERS



Olly is a soft toy (bluetooth)speaker with a lamp. Listen to your little ones favorite songs by connecting Olly to your phone. When speaker and lamp are turned on at the same time, Olly will dance along to the beat of the music. You can also choose different colors of light. Because of the soft touch, Olly is a perfect friend to cuddle with. You can remove the speaker and wash the soft toy.

You can take Olly everywhere, because it's easy attachable to stroller, crib of playpen.

"Cuddling while listening to
your favorite music"

Knitted



Olly
1625O27



flow

AMSTERDAM



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[flowamsterdam](https://www.instagram.com/flowamsterdam)