

fatboy®

Fatboy® brand immersion deck

about us

In 2002, Fatboy® the original launched with the perfect oversized beanbag lounge chair. Today, we continue to challenge concepts of lifestyle products designed for comfort and style, while creating an unmatched experience.

With a focus on European lifestyle and through our unique design, iconic product, and steady expansion, Fatboy brings energizing comfort and smiles to people in over sixty countries, earning us a reputation as the innovative brand for unexpected everyday living.

iconic brand



fatboy®

our vision

To design and provide iconic lifestyle products for a multitude of fans that inspire comfort and joy both inside and out.

our mission

To be the spice of life and make everyday activities and experiences more unexpected and exciting for Fatboy fans.

fatboy[®]

Similar to a Saturday morning FEELING, Fatboy breaks you away from the routine and ENCOURAGES you to be uninhibited – to think independently, act BOLDLY and LIVE a surprising, FUN and UNEXPECTED life.

brand positioning



according to Fatboy

Our focus is as much about functionality as it is about style:
United in iconic design, strategic alliances, experience driven
product and unexpected everyday living.

fatboy®

brand values



fatboy®

bold



fatboy®

colorful



fatboy®

SYMPATHETIC

Surprising!!!



fatboy®

fatboy[®]

stylish





fatboy®

relaxed

fatboy®

open-minded



fatboy®

humorous



fatboy®

IMAGINATE



fatboy[®]

Waterfront
home & design

Desert Living
FASHION >> INTERIORS >> DINING >> ARCHITECTURE >> DESIGN

CONDÉ NAST

NEW YORK HOME

ARTFORUM

ANTHEM

Entertainment
WEEKLY

Good Housekeeping

Home Accents Today

The information source for the home accent industry

Los Angeles Times

Celebrity Living
WEEKLY

teen VOGUE

The New York Times

Us
WEEKLY

944
MAGAZINE

**Wonder
time**

media



brand
partnerships

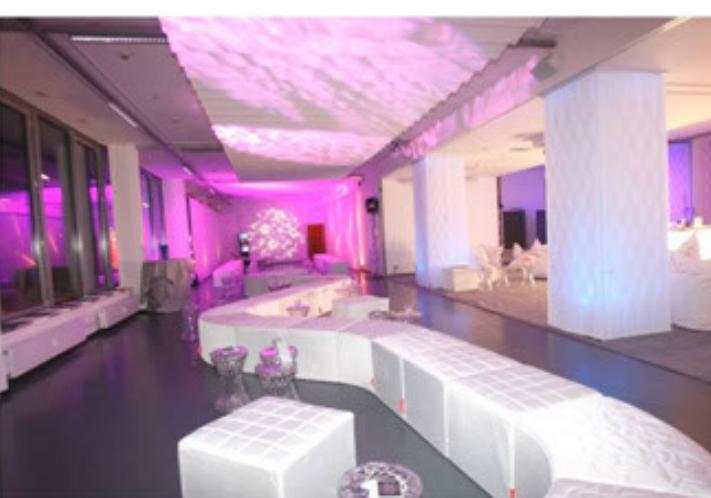
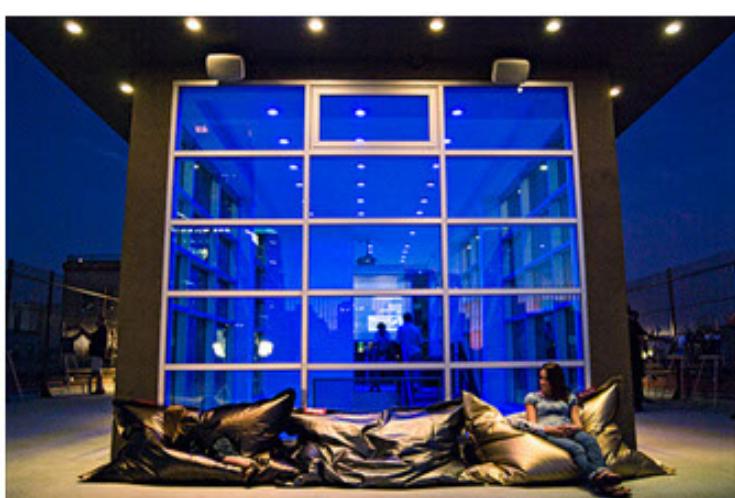


fatboy®

special events



fatboy®



press and media

Paula Masters

President and Managing Director
Fatboy USA

875 West Sandy Lake Road, Suite 100
Coppell, Texas 75019

C: 214.693.3450 P: 972.304.6020 F: 972.304.6010
media@fatboyusa.com