



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 confort 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

Fatboy changes your state of mind and snaps you out of your day-to-day auto-pilot mode.



Fatboy brings you
“unexpected everyday living”



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.

brand values

fatboy®

bold



fatboy®

colorful

A surreal scene featuring a man in a red chair, a lion, a small animal, and a large elephant in a savanna setting with various animals and the 'fatboy' logo.

fatboy®

SYMPATHETIC
SYMPATHETIC

Surprising!!!



fatboy®

A woman with dark hair in a ponytail, wearing a black short-sleeved dress and black heels, is sitting on a large, shiny gold beanbag chair. She is looking down at her legs, which are adorned with white lace-up sandals. The background shows a city skyline at night with many lit-up buildings and a body of water reflecting the lights. A small red tag with the word "fatboy" is attached to the side of the beanbag chair.

fatboy®

stylish

relaxed

fatboy®



open-minded

fatboy®



fatboy®

humorous



fatboy®

IMAGINATION



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

teenVOGUE

The New York Times

Us
WEEKLY

944
MAGAZINE

**Wonder
time**

media



fatboy®



brand
partnerships



special events



fatboy®



press and media

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