

SURPRISING  
CHEEKILY HUMOROUS  
RELAXED  
BOLD  
IMAGINATIVE  
COLOURFUL  
SYMPHONIC  
STYLISH



**The Brandstory**

*Once upon a time, Jukka Setala, from Finland, gave birth to the original Fatboy® design. Dutchman Alex Bergman happily adopted this cute oversized 'baby' in 2002. He intuitively saw a great future lying ahead for this one.*

*Since the launch on the Dutch market in 2002, the design of Fatboy® the original has proved to sell itself. Within 5 years, Fatboy® the original successfully conquered country after country, without using voodoo or cunning marketing tricks. Fatboy® was even forced to open a Fatboy USA branch in Texas in 2005 in order to meet the international demand for its attractive products. Now selling in over 50 countries and every continent, Fatboy® has become a lifestyle icon.*

*The Fatboy® universe keeps expanding and is filled with remarkable, sustainable and fun products that provoke and lift your spirit. There is an exciting range of 'Fatboy friends' that fulfill the many needs and demands of modern day life, making it easy to survive in concrete jungles around the globe.*

*Just warming up...with a positive no-nonsense attitude, Fatboy® will continue creating and nurturing more surprising products that bring refuge and comfort to homes and other sanctuaries. Now, feel free to dive in headfirst and meet the Fatboy® friends firsthand!*



## the JEANS



*Secretly wish it would be socially acceptable to wrap yourself in denim from head to toe? If you're one of those jeans lovers, we're made for each other. Holstered in high quality organic indigo jeans, I'm the denim Daddy. Let's get acquainted and chill for a while. Even if you get me dirty — relax. I'm totally easy to clean up.*

## the JUNIOR



*I am irresistible to any child and child-resistant at the same time. How'd I pull that one off, you ask? Well, unlike most toys, I don't break. I don't need superglue to get fixed up. I will even endure tantrums thrown by the most ruthless kids. Last but not least, I have the power to make anyone with baby teeth fall asleep.*

## the BUGGLE UP



*I'm on a boat...wait, no, I'm in the back of your car. Oh look, I'm on your roof terrace. I'm in the garden, at the beach or in your living room. I'm in your basement? I'm everywhere you want me to be because I can handle any situation, thanks to my rain, stain and UV protective coat. Show me how far you can take your outdoorsiness. Or not.*

## the MÉTAHLOWSKI



*Ever wondered what disco would look like if it were furniture? Think no more, because I'm right here in front of your eyes. They call me the Métahowski. I'm just as comfortable as The Original and my shiny metallic leotard look has made the Bee Gees seriously consider a reunion tour.*

## the EETWIE



*Hi, I'm Eetwie. Unusual name, I know. I'm special because I've taken the bean out of beanbag. Instead, I long to be filled with your favorite things. Built with the sturdy fabric that only Fatboy® has the secret for, I'll hold your stuff safely like no other pouch. On top of that, or in this case, on the bottom of that, my underside is reinforced with a super-thick rubber sole.*





## the SOULBAG

*You met Eetwie? Well, I'm her older brother. They say I'm a more masculine version of her. But "they" are selling me short. I'm a robust shoulder bag with enough space to hold your stuff, my sister's stuff and then some. I don't stop there, oh no... I've got soul. I boast a thick, funky rubber sole that will keep your stuff safe from the worst mishaps that you can imagine. So, let's get going!*



## the PULLOVER

*Allow me to introduce you to the talk of the town...me! Simply wrap any Original Fatboy® with me and you have a piece of art with a story waiting to be told. If you happen to bring home a date and get caught in one of those awkward silent moments, just talk about beautiful, amazing and interesting me.*



## EDISON the PETIT

*Bonsoir, I'm Edison the Petit. I'm small, tough and portable. If you need a gentle yet powerful light source, I'll be your lamp. And I mean it. I'll glow your mind wherever your mind may be. Just pull my tag and voilà! You're in the presence of a brilliant and bright little piece of design.*



## the DOGGIE LOUNGE

*Truth be told, I'm not much of a people person. However, I will become your dog's best friend in no time. Don't believe me? Ask your dog. Oh that's right, you don't speak dog. Well, I do. So just trust me on this one. My extreme comfort and handsome design will draw your dog in and put him down for the best nap ever... a flat-on-your-back, throw-all-four-limbs-in-the-air-and-cock-your-head-to-the-side kind of nap.*



## the HEADDEMOCK

*Forget about fancy spas, incense sticks and easy listening music. You haven't felt truly relaxed until you've hung out with me. My smooth fabric and sturdy support frame guarantees that nothing besides a torrential downpour will disturb us. Take one swing on me and you'll feel like you're sipping a coconut on a sunny beach in Hawaii while listening to the ukulele.*



## the JACKET

*Change is everything and fashion dictates. I know. Grey is the new black and before you know it, it isn't all that. Good news is I've now got you covered. I'll easily wrap around your favorite Original Fatboy® and modify it to your heart's content. I can also convert it to the outdoors or vice-versa. Fashion better keep up with me.*





## the FLOWER- POWERSOL

*I'm all about sharing. Myself that is. I love having people under me for a little sunshading get together. Better yet, when it rains, I throw the sickest sheltering parties ever. Feel free to join and bring your friends, your friend's friends and their friend's friends. There's enough of me for everybody and thanks to my slender black base, I'll be steady as a rock once I'm planted on the ground.*



## the DESS- WERRUM

*I take undercover to a whole new level. My fashionable disguise will have you mistaking me for a designer cushion, but don't be fooled, I'm no ordinary pillow. I'm actually a hot water bottle that is warmer than your beloved blanket and more huggable than your favorite teddy bear. When feeling sick, I'll pamper you until you feel better. And while we're on the subject of motherly chores, I'll even water your plants once I turn cold.*



## the MARIMEKKO

*Just like Jackie O' did back in the 60's, I'm going to make heads turn. The iconic Finnish flower pattern printed on my soft canvas comes to life in a whole new way. I will take full responsibility for making the rest of your furniture jealous and I'm okay with that. After all, that's the least I could do for you.*



## the AVENUE

*Remember that movie where a crazed scientist shrinks his kids by mistake? I like to think of myself as a gigantic building block and you as the shrunken hero. Now, imagine an unlimited number of me. You can just piece us all together. Build The Great Wall of China in your office space? You got it. Think the Eiffel Tower would give your sauna more zing? You bet. Go ahead and unleash your inner architect.*



## the POINT

*Everyone has that one thing in life they are really good at. Not me. I have 46. For instance, I'm really good at holding up your aching feet, or giving the kids something comfortable to sit on while watching TV. Heck, you can roll me around like a barrel if you feel the urge to. It would be my pleasure. Simply put, I'm here to make your life easier. That is what I like doing most of all!*



## the KNÄPSÄCK

*If you're like me, you love a good picnic. I'm a super handy carrying bag that transforms into a cozy blanket with the simple shake of a hand. Flanked on the upside with a classic gingham pattern and on the other with a water and dirt resistant fabric, I literally make walks in the park a walk in the park. So get out there and push the boundaries of picnicking. It's what us picnickers are meant to do.*



&



## metallic SOULBAG & EETWIE

*Fatboy® metallic soulbag & eetwie have the same features and are the same models as the Soulbag & Eetwie. The difference is that it comes with a fabric that is just as soulful but a little shinier. Additionally, each color has a contrasting inside that makes it so fresh and clean. So enjoy putting more soul into your soul.*



## the ORIGINAL

*People totally underrate quality relaxation time. They're always in a rush to get somewhere or do something. But what about going nowhere? Or better yet, doing nothing? See, that's what I'm all about. I'm comfy and I'm soft. I'm basically irresistible and you my friend, should pick up the phone right now and call in sick. You deserve it. Your body deserves it. So dive right in and relax. After all, there's so much nothing to do.*