

BABY LIFESTYLE BRAND

growby

A premium baby fabric brand
capturing every vibrant moment of
growth

BRAND STORY

Turning everyday moments into extraordinary memories

Everyday routines familiar to adults are wondrous new discoveries for a growing child.

Growby infuses sincere care into essential baby fabrics, delivering an ultra-soft touch and warm, emotional color palettes.

"Evolving from daily baby essentials into the most heartfelt gift brand."



BRAND IDENTITY : KEY COLORS

Growby captures a child's emotions and milestones vividly through three signature color pillars.

RED

Vitality

Expressing pure, vibrant energy and warm affection that surrounds every child.

YELLOW

Brightness

Capturing bright, sunny smiles that bloom anew every single day.

BLUE

Stability

Symbolizing a calm, comfortable routine and a solid foundation for healthy growth.

MARKET OPPORTUNITIES & TRENDS

01. Very Important Baby (VIB)

Premium Market Growth

Rapid surge in premium baby goods driven by the "only the best for my child" mindset amid low birth rates.

02. "Ten-Pocket" Spending

Targeted Spending Power

Expanding trend where extended family members—parents, grandparents, aunts, uncles—invest generously in one child.

03. Visual & Story-Driven

Emotional & Aesthetic Appeal

Modern parents favor distinct pattern designs, storytelling, and aesthetic appeal over simple utility.

04. Gift Market Expansion

High-Value Gifting Culture

Rising demand for beautifully packaged, high-value products for baby showers and early milestone celebrations.

TARGET MARKET & POSITIONING

TARGET AUDIENCE

Core Target Audience

- ✓ **Parents of infants & toddlers (0–4 yrs):**
Quality-conscious parents seeking safety, premium materials, and modern aesthetic design.
- ✓ **Gift Buyers:** Relatives and friends looking for meaningful gifts for baby showers, 100th-day, or 1st birthday milestones.

POSITIONING STRATEGY

Affordable Luxury

Combining daily fabric essentials with distinctive design and gift-worthy value at an accessible premium price point.

BRAND VALUE PROPOSITION

"Infusing daily utility with emotion and design."

CORE PRODUCT LINEUP

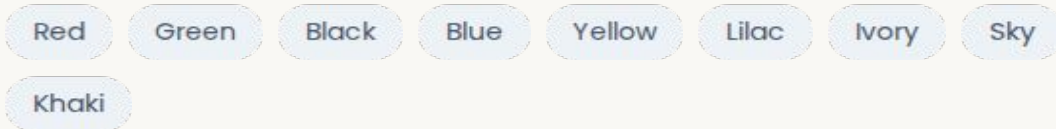
Lulu Scarf SIGNATURE

- Daily scarf gently wrapping baby's neck with warmth
- Sophisticated color palette crafted with hypoallergenic, eco-friendly fabric

Lalla Bib BESTSELLER

- Unique pattern IP featuring whimsical, colorful artwork
- Highly absorbent organic touch, doubling as a stylish drool bib

Signature Pastel Color Palette:



LINEUP EXPANSION ROADMAP

growby is expanding into a comprehensive baby fabric lifestyle brand beyond scarfs and bibs.

OCTOBER LAUNCH

Towels & Blankets

- Premium gauze handkerchiefs
 - Ultra-soft blankets
- ★ Complete Gift Package

CURRENT

Outing & Daily Fabrics

- Lulu Scarf
 - Lalla Bib
- ✓ Market Validated

GLOBAL EXPANSION

Partnership Proposal

- Newborn gift sets
- Year-round full fabric line availability

CORE COMPETITIVENESS



01. Practicality

Functional fabric engineering designed for versatile daily uses such as feeding, drool protection, and scarfs.



02. Color & Pattern IP

Proprietary emotional color palette and signature illustration pattern assets unique to Growby.



03. Gift Value

Eco-friendly premium packaging and curated gift sets designed to deliver memorable joy.



04. Brand Experience

Building an engaged community that shares and celebrates every milestone of a child's growth.

GROWBY PARTNERSHIP

Thank You

Accompanying children in their most precious, shining moments.
We look forward to building the future of global baby lifestyle together
with you.