

- PRESS RELEASE -



Parasolasido



Bouquetteketet

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* Base sold separately

Parasolasido & Bouquetteketet

Two true original new parasols

Fatboy introduces two brand new parasols that fit perfectly in lush gardens and urban areas. The outspoken Parasolasido and Bouquetteketet patterns were especially created for Fatboy by Dutch graphic artist Saskia van der Linden. Saskia studied illustrative design and became famous because of her unique approach in her work with digital collages. The result is a vintage, romantic and poetic look for Parasolasido and Bouquetteketet. Saskia's characteristic and distinctive illustrative touch matches very well with the Fatboy collection, which stands for iconic products with a unique twist.

Birds & Butterflies

So from now on it is possible to have outdoor Fatboy flowers all year round. And you don't even need to enjoy gardening or own a garden for that. With these uniquely designed parasols it is also easy to change your concrete jungle balcony or rooftop into colourful hangouts. Be warned for the bird and butterfly watchers that want to have a closer look: a parasol marked with such a daring, bold and unique design full of flowers, butterflies and a bird is quite striking.

Nice to know

- * Parasolasido and Bouquetteketet are new to the Fatboy collection, which already contains a parasol named 'Stripesol'. Stripesol has - surprise! - iconic stripes inspired by parasols from the 50s and comes in 6 different colours.
- * Its (over)size(d): Ø 350 cm & 280 cm in height.
- * An iconic red Fatboy flag is located on top, showing which way the wind is blowing.

About Saskia

From childhood illustrative designer Saskia was surrounded with inspiration to draw, build and make theatre with her sisters. Saskia's mother collected old magazines from the 50s and 60s, antique dolls, postcards, knickknacks and other objects from flea markets. This formed a source of inspiration for Saskia's work that is fairly intuitive.

About Fatboy the Original

The Fatboy beanbag is a design by Jukka Setälä. This Finnish designer created the beanbag design back in 1998. In 2002 Fatboy the Original was introduced in the Netherlands. Although it's undeniably our biggest hero, Fatboy is more than only a beanbag. Within 13 years we have built a distinctive collection consisting of iconic, high-quality, sustainable products available in a wide variety of colours and materials. Ranging from lamps and carpets to side tables, an inflatable chair and a two person hammock. Fatboy rethinks the way products are 'supposed to look' or 'supposed to function' and gives them a unique Fatboy twist. The result is a line of products that easily fits into any environment while boldly standing out. All of which have been designed with a simple purpose in mind: to help people step out of their daily routine and put a smile on people's faces. Fatboy's headquarters is located in 's-Hertogenbosch, the Netherlands, and employs 70 people. Today, the Dutch interior- and lifestyle brand enjoys global notoriety and is sold in over 60 countries all over the world.



DELETING DULL