

Press Release Autumn 2018

A cap for the little ones

Kay Bojesen's wooden animals come from across animal kingdom, from the sturdy elephant to the miniature monkey, but they have one thing in common: Regardless of their size, they share a great personality that exudes world-class Danish design, at the same time expressing Bojesen's famous sense of humor. This is especially true at Christmas, when the Monkey and other animals cheekily borrow Santa's hat and spread Christmas cheer throughout the home. The smallest members of the animal family, however, shouldn't miss out, so Kay Bojesen Denmark now presents a size XS Santa's hat, perfectly suited for both the mini Monkey and the diminutive Lovebirds.



Kay Bojesen's wooden Monkey has been part of the Danish Christmas design tradition for more than half a century. The charismatic character first saw the light of day in 1951, when Bojesen envisioned the Monkey as a clothes rack for children, with a hat and scarf able to hang jauntily from his short legs. The Monkey's career as a usable design object was short-lived. Instead, these naive figures in teak and limba wood turned to spreading joy in all rooms of the home – though without losing their fondness for hats and headgear.

That's why the Monkey of today can wear a traditional Danish student's cap or a Santa cap – and now it's time to supplement the wardrobe with an extra little cap. This autumn, the adorable Santa cap accessory has

been through the tumble dryer, shrinking to fit the smallest member of the monkey family. The hand-painted, red and white hat is held in place with a practical elastic strap under the miniature Monkey's chin – perfect for swinging through the design jungle!

Kay Bojesen Santa's cap (Ø: 2.5 cm) in painted beech is priced at EUR 17.00 (RRP)

The new product will be available from mid-September.

Images and press releases can be downloaded from www.kaybojesen-denmark.com

Call +45 4588 6633 to find a dealer in your location.

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