

# byGraziela

## A cult classic reborn!

byGraziela is relaunching Graziela Preiser's iconic designs which were hugely popular in the 1970's in Germany.

Co-founded by Graziela and her daughter Nina, the byGraziela label has reissued the legendary '1,2,3 design' on kids bedding, sleepwear and nursery interior accessories. The 2nd relaunched collection is the 'train design' which lends itself perfectly to exciting story-telling! 2010 the 'apples' have been relaunched which was the bestselling design for Graziela in the 70's. All to be followed by other unique and striking design classics from the German designer.

It's a timely rebirth of the brand, as those who cuddled up in this beautiful bedding in their childhood can now pass on their love of the range to their own children. The vibrant colours and unique designs will appeal to parents looking to create a fun, retro feel in nurseries and kids rooms.

**"Instant  
vintage cool  
for nurseries!"**  
Bambino Goodies





ベッドカバー Apple in blue & orange

Every set  
comes in a  
small pillow  
case!

**Single duvet size:**

Duvet cover: 135x200cm

Pillow case: 60x40cm

Small pillow case: 40x40cm

**Cot bed set:**

Duvet cover: 100x135cm

Pillow case: 60x40cm

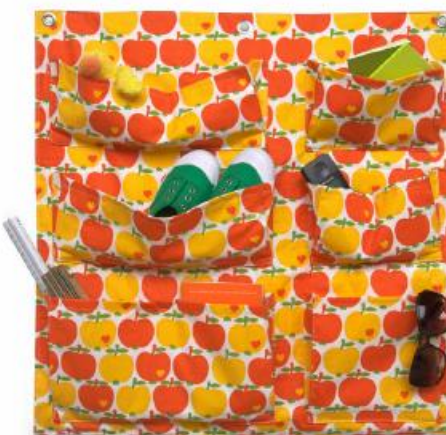
Small pillow case: 40x40cm

CONFIDENCE  
IN TEXTILES  
Tested for harmful substances  
according to Oeko-Tex Standard 100  
No. 09.HTR.64604 Hohenstein



壁掛けウーテンシロ Apple in blue & orange

100% cotton / approx. 65x60cm





## ベットカバー 1,2,3

Featuring numbers, cheeky big billed ducks, retro owls and suns these are a cult-classic!

### Single duvet size:

Duvet cover: 135x200cm  
Pillow case: 60x40cm  
Small pillow case: 40x40cm

### Cot bed set:

Duvet cover: 100x135cm  
Pillow case: 60x40cm  
Small pillow case: 40x40cm



## 壁掛けウーテンシロ 1,2,3

100% cotton / approx. 65x60cm



BESTSELLER!!



## ベットカバー Train

Telling good-night stories is much easier with the train bedding – it inspires fun & wonderful stories!

### Single duvet size:

Duvet cover: 135x200cm  
Pillow case: 60x40cm  
Small pillow case: 40x40cm

### Cot bed set:

Duvet cover: 100x135cm  
Pillow case: 60x40cm  
Small pillow case: 40x40cm

**CONFIDENCE  
IN TEXTILES**  
Tested for harmful substances  
according to Oeko-Tex Standard 100  
No. 09.HTR.64604 Hohenstein



## 壁掛けウーテンシロ

### Train

100% cotton / approx. 65x60cm



Creme,  
nappies, toys:  
practical  
tidying!



## コットンフードタオル 1,2,3 & train

Our hooded towels are perfectly suited after the bath, on the beach or by the pool. The towels are generously sized, so they work for babies to toddlers! They are a perfect gift idea.

Outside 100% cotton / Inside: towelling /  
with contrasting piping / approx. 70cm x 110cm



## パジャマ&ロンパース Train

NEW



**Pyjamas**  
Size 92, 104, 116

**Bodies**  
Size 68, 80

**Baby blanket**  
ca. 60 x 80 cm

Material: 95% Cotton / 5% Elasthan



Sold Out

BESTSELLER!!



## Farm Poster

The posters are the perfect gift and look great in any nursery but also add a fun edge to your living space! You have the choice between the ABC-design and the farmyard.

50 x 70cm / fit into standard-size frames

## Apple Poster

NEW



## Abc Poster



## 食器セット 1,2,3

MADE IN GERMANY



Every meal is more fun with the children crockery set in the 1,2,3 design in gift packaging.

3 pieces with mug, plate (diameter: 20cm), bowl (diameter: 16cm) / Gift-boxed / Ceramic /



## 食器セット Train

MADE IN GERMANY



Beautiful crockery set in the train-design in gift packaging.

3 pieces with mug, plate (diameter: 20cm), bowl (diameter: 16cm) / Gift-boxed / Ceramic /



## Heart mugs in red, orange & pink



The heart mugs are an original design from 1976. They are beautiful and give your home a warm, nostalgic yet contemporary feel.

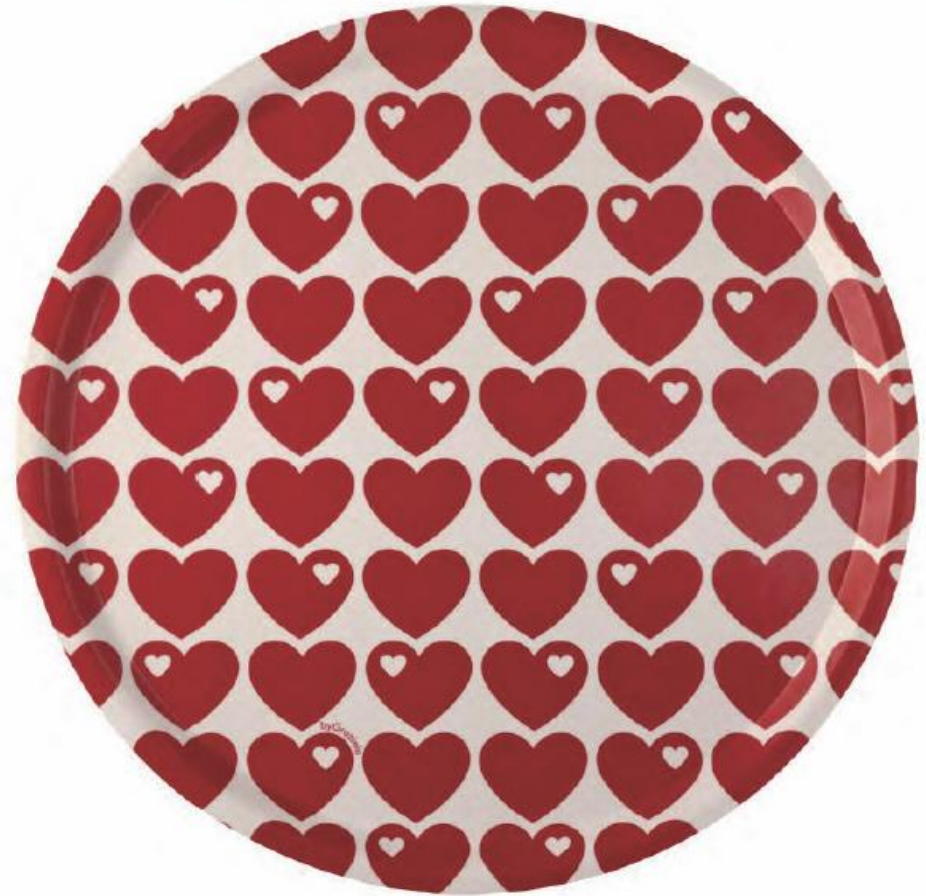
They make the perfect gift!

Bone china mugs /  
Ø 8cm x h. 9cm

Sold Out

**ORIGINAL**  
Graziela Preiser  
**1976**

## Heart tray in red



Lovely trays in the iconic bold heart-design.

Ø 38cm / heat-resistant /  
melamin coated birch wood /  
handmade in Sweden

Sold Out



## Heart Toiletry bags in red, pink & orange



Toiletry bags in the iconic heart design from 1976. The bags are perfect to keep your cosmetics, toothbrush and shower gels. Beautiful and practical, the bags have four separate compartments to keep toothbrushes away from your cotton pads!

- 27 x 18 x 8cm
- with 4 inside compartments
- made in UK
- outside cotton duck / inside nylon
- with different colour piping

Sold Out



## Heart cushions in red, brown & blue



Sold Out

Eye-catching cushions in the cult heart design in a range of three vintage colours.

- size approx 50 x 50cm
- 100% cotton
- with matching piping
- comes with feather filling

## アップルデザインバッグ Big shopper



Big oilcloth shopper in the iconic apple-design ideal for shopping, the park or the beach.

- 34 high x 60cm wide at top plus a 10cm bottom
- metal push button for easy closure at top
- inner little bag at top inside
- material: oilcloth



## Medium shopper



Classic book bag for a multitude of purposes from carrying books, folder, swim stuff, toys and of course the shopping!

- 29,5 wide x 39 high x 10cm deep
- material: oilcloth

**ORIGINAL**  
Graziela Preiser  
1971

## Toiletry bags in blue & orange

NEW



Fantastic toiletry bags in the classic apple print, they can also be used as nappy-bags or lunch-bags!

- 27,5 x 17 x 9,5cm
- outside: oilcloth (phtalate-free)
- inside: nylon



# byGraziela

### Contact:

HOSOKAWA SPILEWAREN co JAPAN

hosokawa\_shingo@playtive.jp

Phone : 048-974-5832

