



MEDIA RELEASE

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The **chit chat**[™] stroller is cool & funky.

Based on Sydney's north shore, **Larktale**[™] is Australia's newest pram and stroller brand. We create products for fun-loving parents that perfectly fit their easy-going lifestyle. All our products have been carefully designed to deliver what matters most to parents; helping them tackle the everyday with a spring in their step and a smile on their face.

During the **Larktale**[™] development stage we spoke to hundreds of parents to identify the key things they looked for in an everyday stroller. The overwhelming conclusion was that a stroller should be stylish, highly maneuverable, fold down small and be light to carry. To deliver this we decided to manufacture **Larktale's** everyday stroller in a completely different way. We focused on using recyclable fibre infused nylon, compounds that had been perfected for the automotive industry.

We took more than three years of development and testing to perfect our SpaceFrame[™] technology with the first product to benefit being Larktale's **chit chat**[™] stroller. Its stunning ergonomic design not only looks amazing, it folds compact and is light to carry. Every **chit chat** feature has been crafted with relentless attention to detail to make a big difference.

Larktale's Managing Director, Simon Whiston, is excited to see the results of the design and development process come to fruition. "Having identified what mattered most to mums and dads, we ensured our **chit chat** stroller has stunning good looks, folds compact and embodies our brand values of fun, freedom and individuality."

Find out why everyone is talking at www.larktale.com.

Larktale. Fits Your World[™]

For more information, please contact:

Cassie Berry
Marketing Manager
Larktale
E: cberry@larktale.com
M: 0416 219 249