

Boba

Babywearing experts



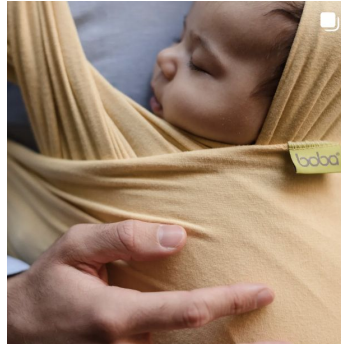
Founded in 2007 by parents and run by a team of experienced babywearers, we support and empower parents in their babywearing journey. **Devoted to babywearing and passionate about the science behind it**, we've been working with medical professionals for over a decade, supporting various research studies.

Safe Connection



We believe **physical proximity is the foundation of true human connection and emotional well-being**. We create safe and comfortable baby wraps and carriers to bring parents and babies together in a beautiful and magical way.

Premium Natural Fabrics



From extra supportive hybrid cotton and the softest bamboo viscose blend for our Serenity wraps, to 100% brushed cotton twill - we know **great materials make the best products**. Soft, breathable and huggable - we are proud to create thoughtful designs made from carefully selected materials.

Ergonomics (IHDI)






We invest in the International Hip Dysplasia Institute and feel honored to share our expertise with our community. We strongly **discourage forward facing** baby carrying. All our products enable **optimal ergonomic positioning** in inward facing front and back carry. Fantastic info support.

Limited Editions



We keep our inventory fresh by adding new seasonal collections featuring **unique prints from independent designers**. These could be in terms of design/print as well as in terms of materials.

Boba products: [elastic wraps](#), [soft structured carriers](#) ([classic](#), [X](#) and [Boba Air](#)) and hybrid carrier [Bliss](#) (wrap-like carrier)

Brand Story	<ul style="list-style-type: none"> Devoted to babywearing, human connection and passionate about the science behind it (specialists). All our products are designed by moms with years of personal and professional experience. We have several consultants on board and one of the best support services All our products are thoughtfully designed, of the highest quality with mostly natural materials, meet or exceed all standards, are certified “hip-friendly” and enable optimal ergonomic positioning for the baby 	
Target Customer	<ul style="list-style-type: none"> Expecting and fresh parents that are into attachment parenting style, informed about the ergonomics. • But also, mainstream parents that are looking for a high quality babywearing product for their baby and toddler. 	
Top Selling Product	Product	Unique Selling Points
	Boba Wrap	 <ul style="list-style-type: none"> - 3M babies worn / award-winning, designed to fit babies from 3.2kg (newborn), optimal for first month/ year - parent bonding hands free - no guess-tying - soft, highly adjustable, wrap positions: inward facing - Classic wrap made from Cotton/ Serenity made from bamboo viscose and we also have organic wrap options
	Boba Bliss	 <ul style="list-style-type: none"> - award winning, unique patented design; a hybrid carrier which offers soft containment of the wrap with easiness of use of a carrier - unique loops to adjust the panel and head rest - made from soft, supportive (high density) cotton - fits babies from birth to 12 months, positions: inward facing front - no.1 best-selling item in 2023
	Boba X	 <ul style="list-style-type: none"> - highly adjustable all-in-one baby carrier with one of the widest ranges to fit a newborn to toddler (with additional toddler seat extenders) - shareable and size inclusive - made from 100% brushed twill cotton, unique prints from independent designers - positions: inward facing front and back carry