



POUF DADDY'S CHRISTMAS GIFT GUIDE TO LUXURIOUS LOUNGING

LONDON, UK – 16th September 2015: Christmas we hear you say! Yes Christmas, it's on the way, jingle jingle... So if you are looking for Santa to bring you a stylish, yet original and slightly quirky present this year - look no further than Pouf Daddy's beautifully designed and superbly crafted range of flexible furniture. From the sleek and luxurious, to the fun and carefree gift - Pouf Daddy has it all for Christmas 2015.



The Jubbly was named after the iconic ice lolly of the 50-60's. The twisted square creates the most perfect sitting position with fantastic head and back support. It makes the most comfortable place to relax, watch a movie or game; you can even take it in the garden and catch some rays! ***(The Jubbly £130, pictured in Denim Blue, available from www.poufdaddy.co.uk)***



London, Paris, New York, Milan - the sophisticated Curve is at home absolutely anywhere. Just like a supermodel it has curves in all the right places, and is a perfectly proportioned 'pièce de résistance' of beanbag engineering. Languish in luxury the figure-hugging contours and look utterly gorgeous in the process. ***(The Curve £135, pictured in Dusky Grey, available from www.poufdaddy.co.uk)***



P THE POUF



It's hip to be square. Inspired by the Cola Cube, the Pouf is a really sweet addition to the collection. It's incredibly comfortable as a stand-alone seat or a foot stool. Small in stature and big on style, the Pouf will fit anywhere in the house or garden. But it's equally at home in bars, clubs or hotels. Beautifully hand crafted, it's available in all the mouth-watering colours to complement the rest of our range. **(The Pouf £35, pictured in Ibiza White, available from www.poufdaddy.com)**

P THE PEARDROP

Soft curves create this very elegant bag, which is perfect for sophisticated home interiors and cool and contemporary chill-out areas in restaurants and bars. Cute, chic and more comfortable than a marshmallow pillow, it's a chair you'll instantly fall in love with. **(The Peardrop £130, pictured in Moroccan Sand, available from www.poufdaddy.co.uk)**



P POUF BABY



Having spent nine months in probably the most comfortable place on earth, a very cosy sanctuary with an all day buffet, here's the next best thing for your little bundle of joy. It is incredibly durable, really easy to clean and comes with comfortable support straps to keep your little one upright and totally safe and secure. **(The Pouf Baby £59, pictured in Baby Blue and Powder, available www.poufdaddy.co.uk)**



When they're not busy ambushing the postman or excavating the neighbour's prize roses, our beloved canine companions spend a great deal of their time in the land of nod. Available in faux leather (soon super tough Nylon) and in a range of sumptuous coloured tops, it is especially comfortable and really easy to clean. ***(The POUF Doggy £59, pictured in Chilli Red, available from www.poufdaddy.com)***

NOTES TO EDITORS

Launched in summer 2015 Pouf Daddy is a designer 'flexible furniture' brand, which is highly focused on quality of design, beautiful but durable fabrics, stunning colour palettes and excellent craftsmanship. The owners of this new and exciting brand are Mallorca residents Ben Sowton and Steve Crompton. These entrepreneurial purveyors of luxurious lounging have a wealth of experience in events, restaurants, design and music; and came up with the idea after noticing a gap in the furniture market. This brand is certainly one to watch!

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