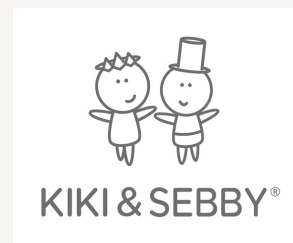


# PRESS RELEASE



FOR IMMEDIATE RELEASE

## **Breaking Boundaries: SBROUT® Shines Bright as Sole Singaporean Winner at Junior Design Awards 2023 and Two Prestigious Accolades in the UK.**

Singapore – 27 September 2023

KIKI & SEBBY®, Singapore's leading sustainable baby furniture brand, is delighted to share a momentous milestone in children's design. In May 2023, our groundbreaking SBROUT® 6-in-1 Baby Sleep Habitat System was nominated in the highly esteemed "Best Cot/Cot Bed Design" category at the prestigious **Junior Design Awards 2023**. Today, we take immense pride in announcing that SBROUT® has emerged as the pioneering Singaporean company to secure the Silver award in this fiercely competitive category at the esteemed Junior Design Awards 2023.

The Junior Design Awards is internationally renowned for spotlighting the most creative, innovative, and inspiring brands in children's design. To be shortlisted and awarded in this competition is a testament to KIKI & SEBBY®'s unwavering commitment to excellence, innovative design, and quality.

In addition to this significant achievement, SBROUT® has received two more prestigious accolades: The "Best Cot, Crib, Or Moses Basket" in the **Absolutely Mama Awards 2023**, solidifying its reputation as a top choice for parents seeking the best sleep solutions for their babies and the "Most Innovative Baby Product" by **Project Baby Magazine 2023**, highlighting the exceptional design and functionality of this groundbreaking product.

Dr Sharon Heng, CEO at KIKI & SEBBY®, expressed her heartfelt gratitude for these prestigious accolades and acknowledged the historical significance of this remarkable win, stating, "The team at KIKI & SEBBY® is both excited and honoured by this recognition. We've worked diligently to ensure our products meet and exceed the highest design and functionality standards. This nomination and these awards testify to our team's unwavering commitment and dedication to providing the best for our customers and breaking new ground as the first Singaporean company to win the Junior Design Award."

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The SBROUT® 6-in-1 Baby Sleep Habitat System reflects KIKI & SEBBY®'s innovative approach to children's design. It is designed to evolve with a child's growing needs, offering various configurations that serve them from infancy to toddlerhood. With these prestigious recognitions, KIKI & SEBBY® remains committed to providing innovative and exceptional products for families worldwide.

KIKI & SEBBY® extends its heartfelt gratitude to all partners, retailers, and customers who have played a pivotal role in this historic journey. Your unwavering support has been instrumental in achieving these remarkable accolades.

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About KIKI & SEBBY®:

KIKI & SEBBY® represents the love for our children – their ingenious creativity, innocence, and purity. Our motto is to create sustainable, safe, and luxurious baby's products through art, design, and innovation.

The brand was created with the tenacity of three diverse professionals, a surgeon, a banker, and a designer. Their uniformed thirst of creating the safest products for future generations that last and benefits both children and their family can be seen in every product they create - bringing revolution to traditional baby products.

Website: [www.kikisebby.sg](http://www.kikisebby.sg)

Facebook & Instagram: @kikisebbysg