

COLLECTION

2023-2024



flow
AMSTERDAM




flow

AMSTERDAM

About our brand

Flow Amsterdam is a Dutch brand that designs products which give young parents the rest and harmony in those early years. As young parents we know that having a baby is the most special experience, but parenthood also has a lot of challenges. With our products we want to give young parents support, and their babies the love, trust and security they need for their development in those early years.



“Because a good start in life
means everything”

COMFORTER ON THE GO



The music box plays the sound of the heartbeat or white noise to keep your little ones calm when you are on the go. They will feel safe by hearing familiar sounds. With only one button you can easily change sound and volume. The comforter is easy attachable to stroller, car seat and bed.



Lou brown
1945027



Lou beige
1955027



“Comforts your baby when
you are on the move”

HEARTBEAT COMFORTERS

A close-up photograph of a baby's hands holding a white, shaggy teddy bear. The bear has a dark brown nose and small black eyes. The baby is wearing a patterned onesie with small red and green floral designs. The background is a soft, light-colored fabric, possibly a blanket or pillow.

Help your baby fall asleep peacefully with our heartbeat comforters imitating a heartbeat and playing soothing melodies. Choose from a white noise sound, heartbeat sound or 2 different lullabies. Set your preferred time for the music box to stop playing, and place the music box inside the toy. It will automatically start playing again at the sound of your baby's crying. These cuddly friends will help your baby feel at ease and fall asleep quietly.

Lou

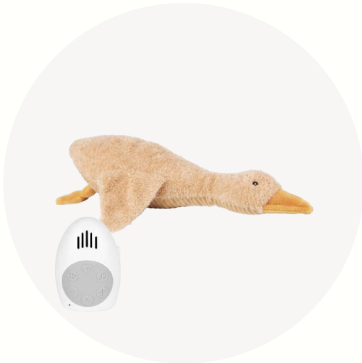


Brown
1915027

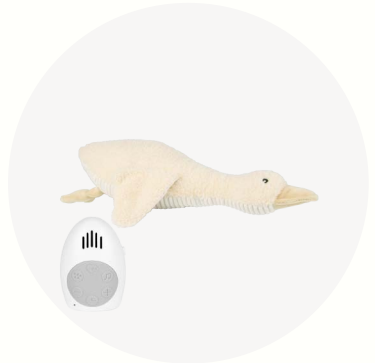


Beige
1925027

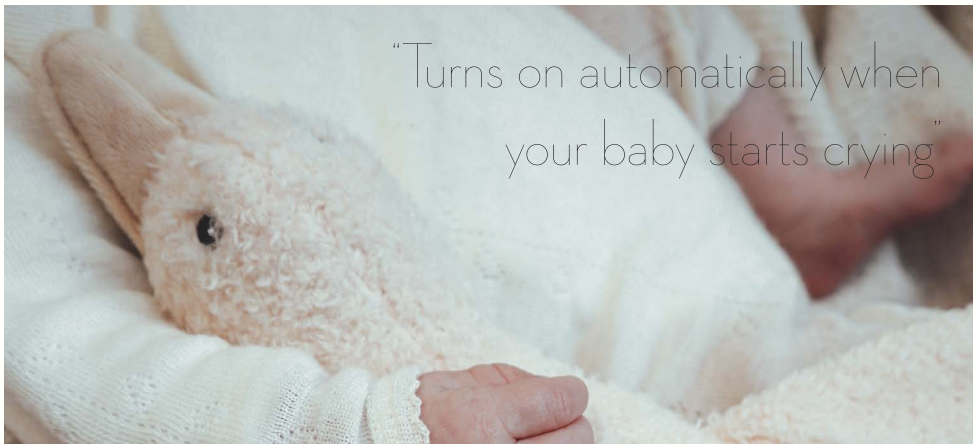
Liva



Brown
1835027



Beige
1845027



"Turns on automatically when
your baby starts crying"

Milo



Grey
1685027



Brown
1825027

Robin



Grey
1805027



Orange
1815027



Moby



Green
1365027



Grey
1655027

Olly



Olly
1675027



The collection

The collection exists of functional products, that are stylish and easy to use. With every product we design we think about how we can support kids and young parents during the many challenges parenthood gives you in the first years. To develop as a child it is important to have a good amount of sleep. In our collection you find a lot of products that focus on supporting your baby's sleep. Other than supporting sleep, our collection is also focussed on the development of your baby in their early moments. By using our products as a parent you'll experience more moments of rest and harmony, which in their place contribute to a happy family life.





BLUETOOTH SPEAKERS



Connect the speaker to your device and choose your little ones favorite sound. From calming melodies to happy music, just choose the sound they need for that moment. While listening to your favorite music, the speaker can also be used as a (night) light and is easy attachable to stroller, bed and play pen.



Olly
1625027



“Will stimulate your baby’s
visual development”



Ocean
1935027



BABY MOBILE



Baby mobile Ocean is a stylish boxmobile which will calm down your baby by listening to the sweet melodies and watching his ocean friends. You can choose between 4 different melodies, from which Mozart and Meditation are our favorites! The boxmobile has a timer-function (15 or 30 minutes), is rechargeable and comes with a remote control. This mobile is not only very sweet to look at and listen to, it will also stimulate your baby's visual development.

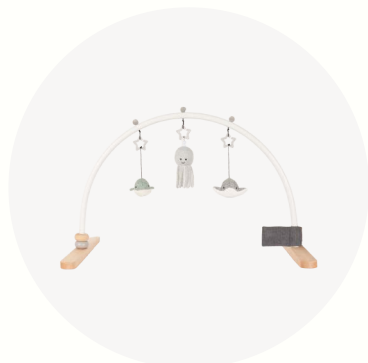


BABY GYM



Our Baby Gym Ocean will make sure your little ones can entertain themselves. There is enough to explore by watching, feeling and hearing. This supports your baby when they are developing all their senses. On top of that, your baby will get more and more control of their grip and they learn that toys move when you touch or grab them. Baby Gym Ocean has 3 fun toys: a ray with bell, an octopus with a vibrate function and a whale with a happy melody. On the sides of the Baby Gym there is a crisp cloth and two wooden rings. You can easily attach and detach the toys so you can use them as a separate toy.

“Will help your baby develop
their senses”



Ocean
1725027







Flow Amsterdam & Sustainability

Flow Amsterdam sees the importance of developing and producing sustainable products. A product that lasts longer has more value: a higher quality, less after care and a step closer to a sustainable society. When developing new products, the sustainable solution always has our preference. A good example of this is our rechargeable baby mobile, projectors and our night lights.

On top of this we want everyone who works for or with us to be able to do this in a safe and nice way. This concludes everyone within our own organisation, but also all our partners. We always make sure there are good work environments, no child labor, no corruption, no discrimination. We are glad we can work on a better future, a healthier world and we will always try to find ways to improve even more.

PROJECTORS

A young girl with dark hair is shown in profile, looking intently at a white, dome-shaped projector. The projector is projecting a pattern of blue and white dots onto the ceiling above it. The scene is dimly lit, with the projector's light illuminating the girl's face and the ceiling.

Our projector will change your kidsroom into a magical world. Your little one will fall asleep peacefully by looking at the projector and the projection of cute dots at the ceiling of the room. The projector is also a nightlight with allover stars. It has 6 different light-options; white, blue, yellow, multicolor, fading between colors and fading all colors. You can also choose between 3 different brightness options. The projector is rechargeable and has a 30 minute timer function.



Björn
1695027



Moby
1785027





A close-up photograph of a child's hand reaching towards a glowing white ceramic object. The object has a grid of small holes and a single black dot near the bottom. To the right, another white ceramic object with colorful spots is visible. The background is a soft, out-of-focus light color.

Our mission

Flow Amsterdam wants to create a more fun and easy life for parents and their children. Having children is very special and we feel they deserve only the best. Our meaningful, functional, stylish and trustworthy products give them the love, harmony and safety they need during their development. We want to support all young parents in the many parenting challenges they face.

SLEEP TRAINERS



Teaches your kids when it's time to go to sleep and when it is time to get up by colors. They will learn to have a healthy sleep rhythm, which is very important for your kids development. Besides this, the sleep trainer can be used as a (digital) clock and a nightlight. The sleep trainer comes with an adapter and needs to be connected to the wall socket.

Analog & Digital



Cloud
1765027

“Helps your kids to develop
a healthy sleep rhythm”

Digital



Fabian
1855027



Apollo
1865027

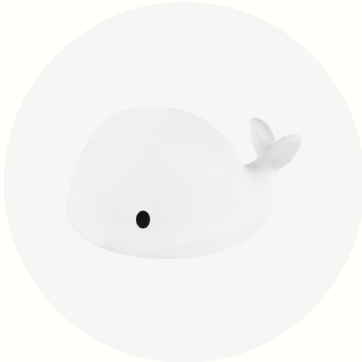


NIGHT LIGHTS



These happy LED night lights are rechargeable by USB and changes color by tapping their back. Have the night light turn off automatically after 15 minutes or choose to leave it on all night, both options are possible using the on/off button. Their soft texture makes it possible for kids to safely cuddle with it before soothing them to sleep!

Moby



White
1135027



Blue
1895027

Liva



White
1795027



Beige
1885027





Fabian
1475027



Robin
1485027



Apollo
1605027



Hero
1715027





Choose red light to help your kids fall
asleep more easily





Our philosophy

We dream of bringing harmony, simplicity and happiness in the life of young children and their parents by creating meaningful products.



Wall mounted



Oscar
1755027

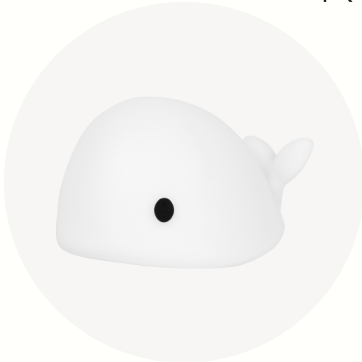


INTERIOR LIGHTS



This interior light is rechargeable so no need for batteries. By tapping the light it changes color. Have the interior light turn off automatically after 15 minutes or choose to leave it on all night, both options are possible using the on/off button. The light is made of a hard and sturdy material.

Rechargeable



Moby
1515027



Fabian
1535027




Hero
1735027



Apollo
1745027







Our values

Rest and harmony

Flow Amsterdam knows parenting has many challenges. We would love to contribute to rest and comfort for children and their parents by bringing harmony into the daily life of families with our products. We make sure that as a parent you can trust us every day.

Loving

Flow Amsterdam gets inspired by the unconditional love you have as a parent for your baby. When designing our products we always keep the love, security and trust you give them during the development in their early years in mind.

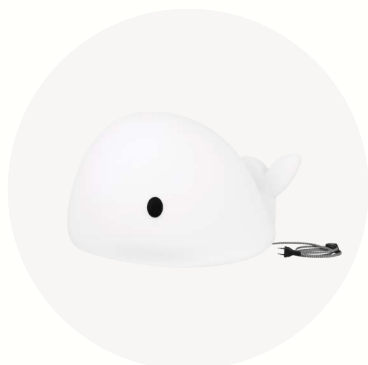
Supporting

When designing our products we always look through the lens of the user, therefore Flow Amsterdam products are functional at first. Our products are easy to use and of high quality. We keep on looking for new and original ways to implement this in our collection.

Stylish

Flow Amsterdam designs products that are not only functional, but also stylish. With our products we show that simplicity, functionality and style can be combined perfectly.

Plug



Moby
1345027



Apollo
1665027



Björn
1525027



This Interior light is impressive because of his size and will lighten up your kidsroom. The light is made of a hard and sturdy material, ideal for kids to play with. The light will be turned on and off by the switch.



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