TULA Launches a New Era of Parenting with a Reimagined Brand and Elevated Collection of Baby Carriers

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Where style meets function — introducing a fresh face for Tula and a new generation of elevated carriers and essentials designed for modern parents who dress with intention, without compromising comfort, quality or function.

London, 15th September — Leading babywearing brand Tula today announces the relaunch of its award-winning carrier lines — Original, Explore, and Kid — alongside the debut of its bold new brand identity. Together, the new line of prints and the rebrand are designed to empower today's mothers to express themselves and their personal style without sacrificing the comfort and support they rely on while caring for baby.

The goal of the rebrand isn't a new look for its own sake — rather, it aims to make the experience of shopping for and wearing a carrier feel as considered as the rest of what mothers already own and wear.

The average age of first-time mothers in Europe continues to rise, and women are coming into motherhood with more life experience and more established styles, tastes and preferences. Motherhood becomes another dimension of their identity, not a replacement for it. They want products that offer the very best for their babies while still feeling like an expression of themselves — and that's exactly what we're here to deliver.

— Heberto Calves, CMO of Tula
TULA's new collection builds on the ergonomic design and trusted comfort parents have relied on for more than a decade, reimagined through a distinctly elevated design lens. Featuring high-quality fabrics and a curated palette of timeless colors, rich textures and modern patterns, each piece is informed by trend forecasting, consumer insight and an obsessive attention to detail. The result is a collection that brings the sensibility of editorial fashion into the everyday — giving parents a new way to express their personal style without compromising comfort or function.

DESIRABLE, SOFT AND COMFY FABRICS

Herringbone Twill is woven with multiple yarns for a textured look, premium weight, and luxury feel, alongside the new, more lightweight Linen Twill fabric. Buttery soft Cotton allows for delicate details and a unique hand-drawn look. Tula's Mesh — a fan favourite for its flexible texture, ease of movement and airy support — also returns in new prints.

DESIGN-FORWARD COLORS AND PRINTS

From hand-drawn details to pops of color grounded in warmer neutrals, the variety of colours and prints in this collection are made with an effortless feel that is both timeless and easy to style. From trending lace details to blurred florals and classic twill, the new collection covers a unique fashion-forward range that speaks to the designs today's moms crave:

Ash, Sand & Spruce *(Herringbone Linen)* — Seasonless, gender neutral, and sophisticated — pairs effortlessly with your existing wardrobe.

Cocoa *(Linen)* — Rich and grounding, with a premium neutral tone that feels both classic and on trend.

Skyline *(Linen)* — Clean, airy neutral inspired by open skies and endlessly wearable.

Snow Cat *(Linen)* — A watercolour animal print made for subtle expression.

Covey *(Cotton)* — Inspired by organic movement and natural patterns for a subtle artistry to an easy everyday print.

Chantilly Botanica *(Cotton)* — Lace-inspired neutral print that is understated and elevates any look.

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Black Mirage *(Cotton)* — Sophisticated and abstract take on animal print, with a sporty edge that mixes with any outfit.

Shadow Petals *(Cotton)* — Blurred, modern floral — an on-trend approach to floral.

Sahara Stripe *(Cotton)* — A soft zebra print in a trending colour palette.

Urbanista *(Mesh)* — A solid black, timeless staple.

Willow Grove Check *(Mesh)* — A classic checkered print in a fresh, modern colour.

Seaside Speckle *(Mesh)* — A coastal-inspired neutral print that is casual, refined, and ready for everyday wear.

Twilight Meadow *(Mesh)* — Hand-painted expressive floral design for a delicate mix of feminine and understated.

Santorini Tiles *(Mesh)* — Trending mosaic pattern inspired by geometric tilework.

The new prints are available across Tula's three core carriers, each built on the same ergonomic foundation with updated names that make it more intuitive for parents to select what's right for them:

CARRIER	SIZE RANGE	PRICE RRP
Tula Explore Carrier Award-winning; three carrying positions, padded shoulder straps, adjustable waistband, and a large storage pocket.	3.2 to 15.9kg	**$219 €219.90 £199.90**
Tula Original Carrier Formerly Tula Free to Grow. A supportive fit with two carrying positions for on-the-go flexibility.	3.2 to 15.9kg	**$179 €179.90 £164.90**
Tula Kid Carrier Formerly Tula Toddler. The most fashionable kid carrier in the category, unique for its size range.	Up to 27.2kg	**$179 €179.90 £164.90**

A BRAND EVOLUTION BUILT AROUND SELF-EXPRESSION

Tula's refreshed brand identity reflects the way today's mothers approach style, parenting, and everyday life. Inspired by the visual language of modern fashion, the rebrand introduces a redesigned logo, an all-new website that makes it easier for parents to explore products and educational resources, and updated photography that captures babywearing through a more editorial, elevated lens while celebrating authentic everyday moments.

There is sometimes an expectation that motherhood brings with it a particular identity or a need to fit into a specific box, but we often hear that in reality, motherhood only makes you more you, bringing your full identity into focus. With Tula, our goal is to create carriers that support and complement authentic self-expression that feels natural and as effortless as babywearing itself.

— Heberto Calves, CMO at Ergobaby, Tula's parent company
By pairing fashion-informed design with the trusted ergonomics families have relied on for more than a decade, Tula continues to create carriers parents feel good wearing, across every stage of their child's growth.

Tula Explore, Original, and Kid Carriers are available for $219, $179, and $179 respectively. To learn more about Tula's brand evolution and explore the new collection, visit **www.babytula.com**.

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More Imagery here

ABOUT TULA

An award-winning industry leader since 2009, Tula creates thoughtfully designed, ergonomic baby carriers that support the bond between caregiver and child from birth through 4 years old and beyond. Tula Baby Carriers feature thoughtfully curated colours, fabrics, and prints that blend fashion-inspired

design with everyday functionality. Tula is proud to meet and exceed safety standards and norms and is a business member of the Baby Carrier Industry Alliance (BCIA).

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