



# THE BUTTER FLYING

## MEDIA KIT



THE BUTTER FLYING IS AN INTERIOR DECORATION BRAND FOR KIDSRoom.

OUR UNIVERSE IS INSPIRED BY NATURE AND SOFT COLORS. WE HAVE A VARIETY OF PRODUCTS FOR BABIES, CHILDREN AND THEIR PARENTS: NURSERY MOBILES, DECORATIVE PILLOWS, SOFT TOYS, WALL HANGING,...

SUMMER 2019



## WHO ARE WE?

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THE BUTTER FLYING HAS BEEN CREATED IN 2008 BY A FRENCH DESIGNER, SYLVIE, BASED IN MONTREAL. HER IDEA? DESIGN HANDMADE PRODUCTS IN A RESPONSIBLE WAY FOR A DESIGN INTERIOR THAT PLEASE YOUNG AND OLD. HER INSPIRATION? NATURE IN ALL ITS FORMS!

THE AIM IS TO OFFER INTERIOR DESIGN DECORATION PRODUCTS THAT INSPIRE SERENITY AND POETRY IN KID'S ROOM.

THE FAVORITE PRODUCT OF OUR CLIENTS IS THE MOBILE COMPOSED OF THREE CLOUDS AND GOLD RAINDROPS.

# OUR DECORATIVE PRODUCTS

OUR PRODUCTS ARE HANDMADE IN OUR MONTREAL STUDIO.

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## MOBILES

MOBILES ARE COMPOSED OF CLOUDS OR STARS UNDER A GOLD RING. A HOOK AND AN INVISIBLE STRING PERMIT ITS EASY INSTALLATION ABOVE BABY'S BED.

76\$ - 90\$



## PILLOWS

THERE IS A VARIETY OF PILLOWS FORMS: MOONS, STARS, APPLES, PEARS, LEMONS, ... THEY ARE MADE REUSING OUR SCRAP FABRICS. THEY ARE MADE OF COTTON AND POLYESTER.

27\$ - 37\$



## WALL HANGING

WALL HANGING ARE EASY TO HANG THANKS TO A LITTLE STRING AT THE TOP. THEY ARE MADE OF COTTON AND POLYESTER.

39\$



## SOFT TOYS

BEARS, WHALES, SLEEPING BEARS,... DETAILS OF OUR SOFT TOYS ARE EMBROIDERED AND OUR BEARS ARE ACCESSORIZED WITH A BOW TIE OR A GOLD CROWN. THEY ARE MADE OF POLYESTER.

35\$ - 48\$



## BUNTING GARLAND

OUR FABRIC BUNTING GARLAND ARE MADE IN A RANGE OF NEUTRAL EARTH COLORS AND HANG UP TO THE WALL.

35\$ - 37\$



# NEW PRODUCTS

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THE BUTTER FLYING RENEW THEIR COLLECTION FOLLOWING OUR CUSTOMERS REQUESTS AND NEW TRENDS.

SYLVIE HAS DESIGNED THE FRUIT PILLOWS COLLECTION TO REUSE OUR SCRAP FABRICS AND AVOID WASTE. APPLES, PEARS, LEMONS, ... PERMIT TO RECYCLE FABRICS THAT WOULD OTHERWISE HAVE BEEN LOST.

YOU CAN BUY OUR PRODUCTS ON OUR ONLINE SHOP FROM 27\$.

# OUR COMMUNITY

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ALTHOUGH THE BUTTER FLYING MADE EVERY PRODUCTS IN MONTREAL, A PART OF OUR CUSTOMERS ARE ESPECIALLY FROM **USA, FRANCE AND JAPAN.**





## ORDER OUR PRODUCTS

THE BUTTER FLYING PRODUCTS ARE MADE TO ORDER. THAT'S  
WHY THEY ARE CUSTOMIZABLE. YOU CAN FIND THEM:



FROM OUR ONLINE SHOP:

[HTTPS://WWW.THEBUTTERFLYING.COM/SHOP](https://www.thebutterflying.com/shop)



FROM THE *ETSY* SHOP, MAIN CHANNEL OF OUR  
CUSTOMERS:

[HTTPS://WWW.ETSY.COM/CA/SHOP/LEPTITPAPILLON](https://www.etsy.com/ca/shop/LEPTITPAPILLON)



IN ONE OF OUR LOCAL OR INTERNATIONAL  
RETAILERS:

[HTTPS://WWW.THEBUTTERFLYING.COM/STOCKISTS](https://www.thebutterflying.com/stockists)

# THEY ARE TALKING ABOUT US

THE BUTTER FLYING IS ALWAYS PLEASED TO APPEAR IN MEDIAS.

HERE ARE OUR LAST PRESS REVIEWS:

MAY 2019 - LA MAISON SIMONS INC.

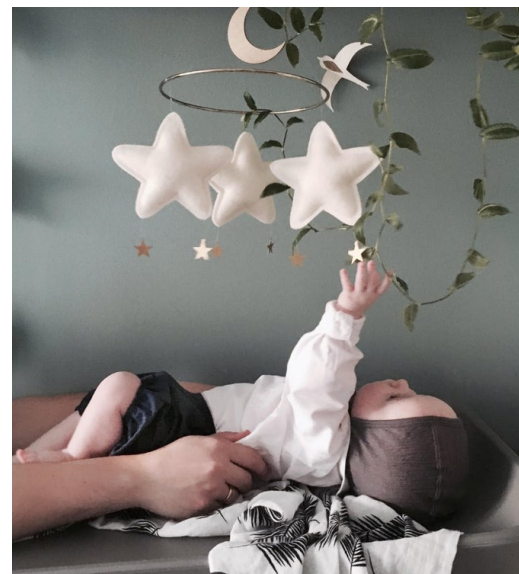
"*THE BUTTER FLYING: HOW TO MAKE A LEMON CUSHION IN 4 STEPS*"

[HTTPS://WWW.SIMONS.CA/IMC/1840-JOURNAL/CREATORS/THE-BUTTER-FLYING/](https://www.simons.ca/imc/1840-JOURNAL/CREATORS/THE-BUTTER-FLYING/)

MAY 2019 - LE JOURNAL DE MONTRÉAL, SILO 57

"*CES COUSSINS EN FORME DE FRUITS SONT L'ÉLÉMENT DÉCO QU'IL VOUS FAUT CET ÉTÉ*"

[HTTPS://WWW.JOURNALEDEMONTREAL.COM/2019/05/27/CES-COUSSINS-EN-FORME-DE-FRUIT-SONT-LELEMENT-DECO-QUIL-VOUS-FAUT-CET-ETE](https://www.journaldemontreal.com/2019/05/27/ces-coussins-en-forme-de-fruits-sont-lelement-deco-quil-vous-faut-cet-ete)



6K FOLLOWERS



2K FOLLOWERS

TO DOWNLOAD OUR LOGO AND PICTURES, PLEASE  
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# CONTACT



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