

Rain or shine: JAKO-O explorers like it colorful!



Bad Rodach, March 2023. After the dark winter months, young and old alike are drawn to the outdoors. There's a lot to discover there and children love to run around and play! The brightly colored and practical JAKO-O functional fashion makes this extra fun. Rain or shine – **JAKO-O** always has the right outfit. So there's no such thing as the "wrong weather" for the next adventure. Enjoy every tiny moment and be surprised by magical effects in the cheerful and colorful fashion that enhances the feeling of the moment.

Head off on a rainy adventure with well-thought-out functional fashion



Jump in puddles and dance in the rain – the **JAKO-O magic jacket** rounds off the fun adventure: when it comes into contact with water, its cute print with small animals appears and makes children's eyes light up! The hood can be taken off at any time and the jacket can be adjusted on the inside for a better fit. This means that it can even grow with the child. If children find small treasures while building a mud castle, these can be safely stowed in the zipper pockets – so no discovery is lost!

Magic jacket, Minis & Kids, 1-9 years, size 80/86-140/146, RRP €69.99

For particularly active little rascals, there is the **JAKO-O robust jacket**. Thanks to durable Oxford edging and a practical windbreak, they can romp in the rain and race the wind. Little explorers can immediately rush outside to explore nature. And parents? They can sit back and relax while still keeping an eye on their children, as the neon hood and many reflectors bring lots of color and light into the gray, for excellent visibility.

Robust jacket, Minis, 1-6 years, size 80/86-116/122, RRP €89.99



The JAKO-O range also includes [robust trousers](#) for the all-round worry-free package!

Summer fun with UV protection and colorful surprise effect



When the sun comes out, little adventurers are usually quick to do the same! Watching animals, skipping stones over the water, eating ice cream, enjoying the good weather – all this is possible with the **JAKO-O UV shirt**. It even has its own UV protection thanks to the particularly fine-meshed cotton material, which **protects children's delicate skin**. If the sun's rays become too strong, the top in pastel green or ice blue has a very special surprise up its sleeve. The animal print changes color! White elements turn yellow. Then it's time to go into the shade and learn all about the animals shown on the shirt.

UV shirt, Minis & Kids, 1-9 years, size 80/86-140/146, RRP €19.99

The **room-to-grow dress** features a cute butterfly print and a loose fit that allows plenty of freedom of movement for your little sun worshipper's next adventure. Climbing, romping around, doing a headstand? Thanks to the matching [cycling shorts](#) to wear underneath, they can get started any time! Particularly clever: the dress grows with your child and will give them pleasure for a long time to come. The adjustable waist makes it possible.

Room-to-grow dress, Minis, 1-6 years, size 80/86-116/122, RRP €32.99



About JAKO-O

JAKO-O is a brand of the HABA FAMILYGROUP from Bad Rodach and has been offering clever products and clothing for children aged 0 to 12 for over 35 years. The products are inspired by the real lives of parents and children. And are of such high quality that they not only last for a long time, but also bring joy for a long time and provide families with many carefree moments. Parents can rely on this with a clear conscience in every situation – whether it's well-thought-out toys, creative arts & crafts materials, exciting nature explorer items, fun and varied movement games, or challenging media.

JAKO-O. Just be a child.

About the HABA FAMILYGROUP

For over 80 years, the [HABA FAMILYGROUP](#) has been enriching families and institutions with high-quality products in the core areas of family life, playing, education, movement, clothing, and furniture. Under its umbrella, it unites the well-known brands HABA, JAKO-O, HABA Pro, and HABA Digitalwerkstatt. Since its foundation in 1938 by Eugen Habermaass, the HABA FAMILYGROUP, based in Bad Rodach, has been owned by one family. The CEO is Tim Steffens. The company employs around 2,000 people and generates annual sales of around 360 million euros.

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