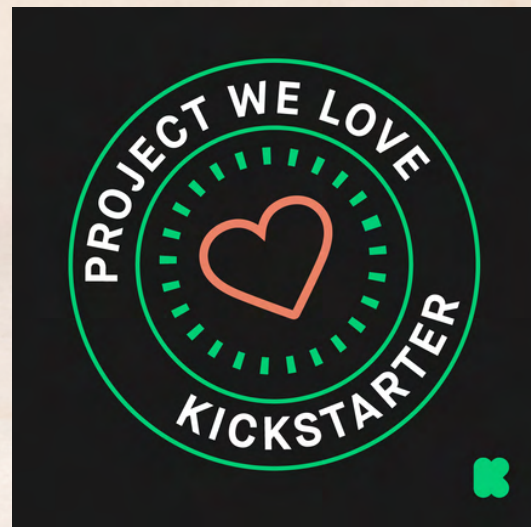




SØDE Design

Scandinavian Style & Sustainable
Furniture for Cats & Hoomans

*Something's good for your Cat, your
interior, and the Planet!*



FOR STYLISH
SØDE
CATS ONLY



Table of Contents

- *Market Trends*
- *Our Manifestø*
- *Our Portfoliø*
- *My Story*
- *Sustainability*
- *Øur Packagings*
- *The Prø*
- *Testimønials*
- *Whø's it for?*
- *Brand Values*
- *Timeline*
- *Press*





*"I love cats
because I enjoy
my home; and
little by little,
they become its
visible soul."*

– Jean Cocteau

pet Boom

[2020] Approx Pet Accessories Market Size:

EU - \$6B // USA \$18B

A Pet in the Westerner World is increasingly becoming the natural extension of the family, thus there has been an increase of pet related spent.

“A vast portion of the European population owns pets and considers them as their best friends and beloved members of the family.”

Pet spending appears to be remarkably resilient in the face of economic downturns - A Recession-Proof Industry.

In 2018, 56% of American households have pets, and that number is expected to rise.

There are 104 M Cats + 85 M Dogs in Europe // 95M Cats and 90 M Dogs in the U.S.





Our Manifesto

We're the antidote to the ugly Cat Tree!

For too long, Cat Furniture and Accessories have been overlooked, and underloved with a "this-will-do" kind of attitude and leaving customers to pick the least-offensive looking options in the market. That just doesn't seem right!

We say, search no more, that's the equation SØDE Design will solve for you, Cat Furniture:

- 1) Inspired by the Scandinavian School of Design that you would love,
- 2) Designed with insights and playful surprises that fulfill your Cat friend with Happiness
- 3) Manufactured in Eco-responsible European factories.

products

ORIGAMEOW



A multifunctional stool where cat (and hooman!) can sit on, hide inside, scratch walls and finally play with the detachable playrope.

★ Launch Price of €299 ★

FLOWER PAWER



Flower Pot or Pole Scratcher? Why decide when you can have both! Finally, a vertical scratcher that has some swag and is fully sustainable!

★ Launch Price of €169 ★



ORIGAMEOW

FLOWER PAWER

FLOWER PAWER

ORIGAMEOW

My Story

My name is Carøle and as long as I can remember I've always been obsessed with cats.

As a Professional Marketeer with a background in Design, I could not believe how difficult, in a world of over-abundance, it was to find Cat toys that one was not going to be ashamed of or make a dent in one's interior.

And out of this frustration came an idea, an idea to create beautiful and sleek Scandistyle Furniture for Cats that could fit their needs, blends extremely well in their Hooman's interior (that those could use too!) and be produced in the most circular and sustainable way possible by passionate artisans in Europe.



Sustainability

At SØDE Design, we're lovers of animals and the planet. Therefore our products are handmade in Sunny Portugal with recyclable/recycled & eco-certified materials, and with factories, that are promoters of the circular economy.



No Plastic



Long-Lasting



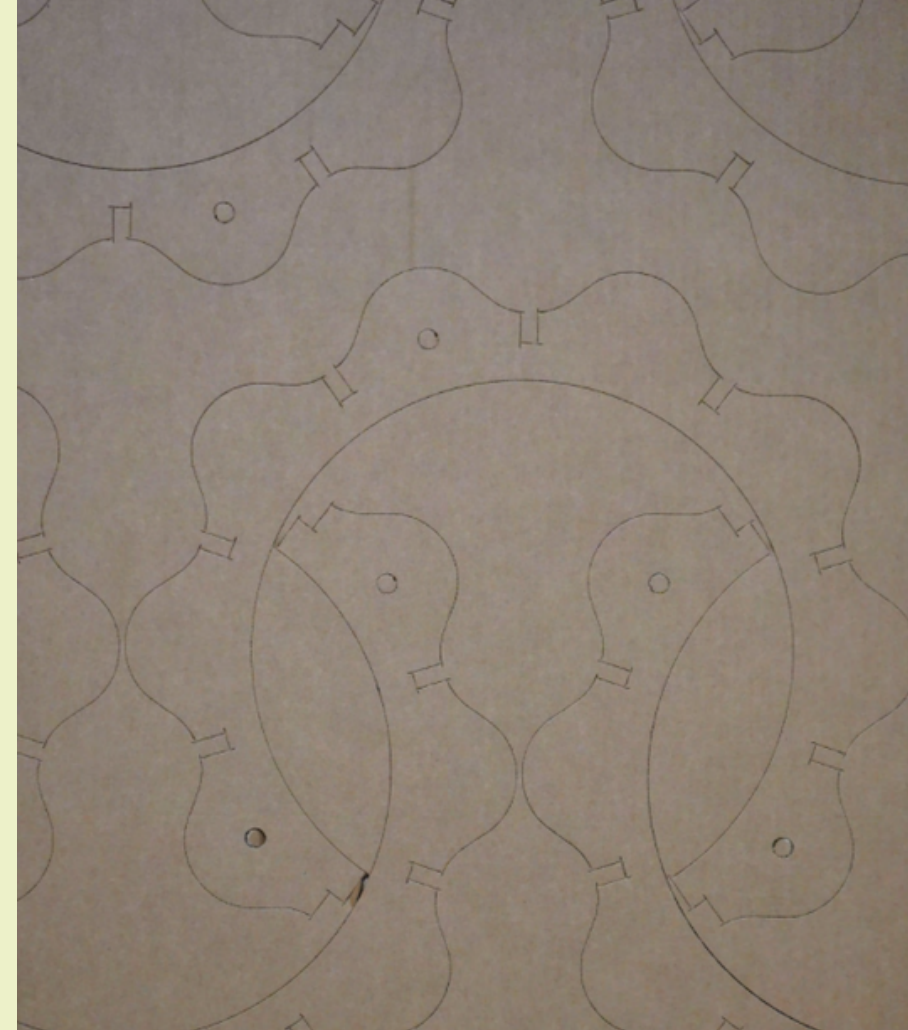
Eco-certified



Handmade in Portugal



Premium Quality





Our packaging

It's no myth that Cats Love Boxes so that's why we decided to make great use of our Shipping box which will become, after the arrival of a new SØDE Design Product in your house either your cats' favorite Amsterdam Canal Paperhouse (ode to the city we're based in) if you've ordered ORIGAMEOW or a Cat Silhouette Paperhouse with FLOWER PAWER!
#NOWASTE



The PRO's

Monica is a vet surgeon and a feline behaviorist. She is a crazy cat lady and a cat mom to 2 adorable furballs (and avid testers) based in sunny Barcelona.

After graduating in 2015 from different vet practices in Spain, Rotterdam, and London; in 2020 she decided to start her own feline behavior business and does combine this with clinical roles.

She has been a great guide in helping us create the best Cat experience to enrich their lives with our products for SØDE Design.

@cat_guide

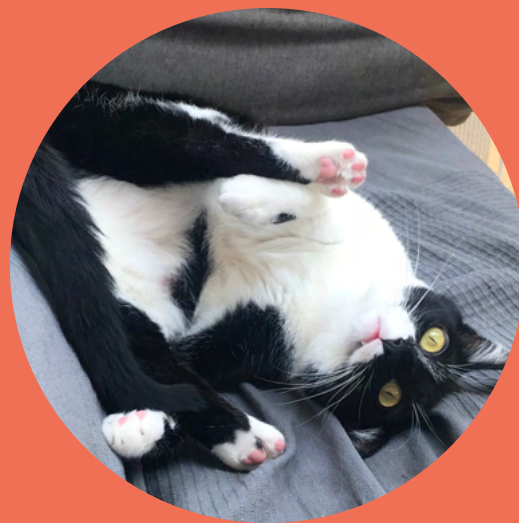
So we can't tell you how her feedback on our product is invaluable to us!

Our Customers



"ORIGAMEOW gives me the perfect spot to hide from my affectionate Cat Parent."

Pim, 2 years old



"I like to scratch ORIGAMEOW to put me in the mood for playtime."

Oreo, 5 years old



"After a wild day outside, nothing makes me happier than my SØDE Design furniture!"

Reggie, 18 months



"As a Muse in Chief of SØDE Design, my standards are quite high and well... I love my FLOWER PAWER"

Hipster, 12 years old



"I love stretching my muscles on FLOWER PAWER after a good nap!"

Fluffy, 8 years old





Crazy Cat Mom

A real Fan of her Cat, and someone who has a keen eye for design and is supporting sustainable and smaller brands. Enjoy spending time finding the greatest "off the beaten paths" products



Crazy Cat Dad

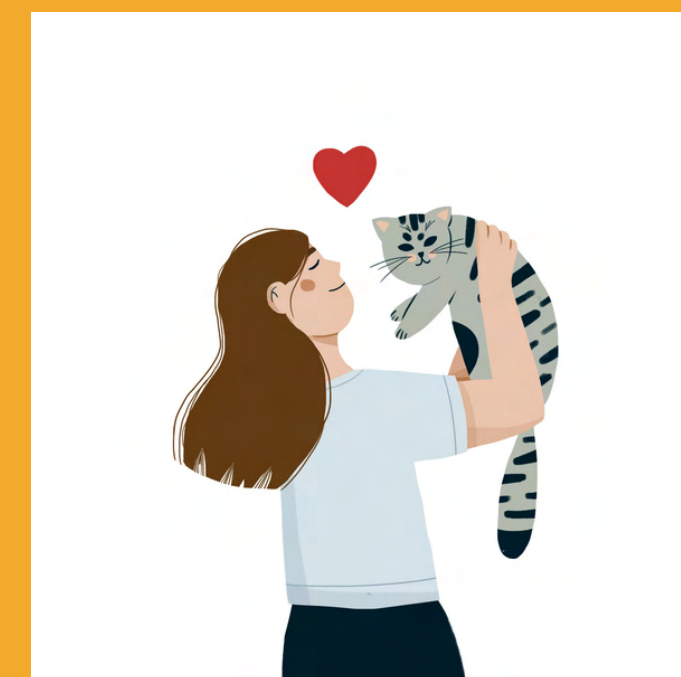
His home reflects his exquisite taste (lots of iconic design pieces) and he will not compromise on ugly Cat products despite his love for his feline. Also sensitive to the way products are manufactured.



Urban Family

They consider their Cat as part of the family and demands the best for it. They're happy to find toys or furniture that will allow their kids and their pet to play even further. They are embracing less is more and consume quality & durable products

Our Target Buyers





Our Brand Pillars

Stylish

The most elegant pieces of furniture that Cat and Hoomans can share

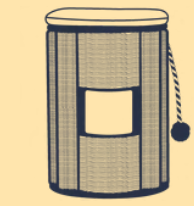
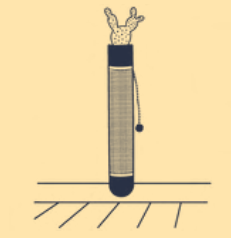
Scandinavian

Inspired by the Scandinavian School of Design

Sustainable

Built with durable and sustainable materials in sunny Portugal

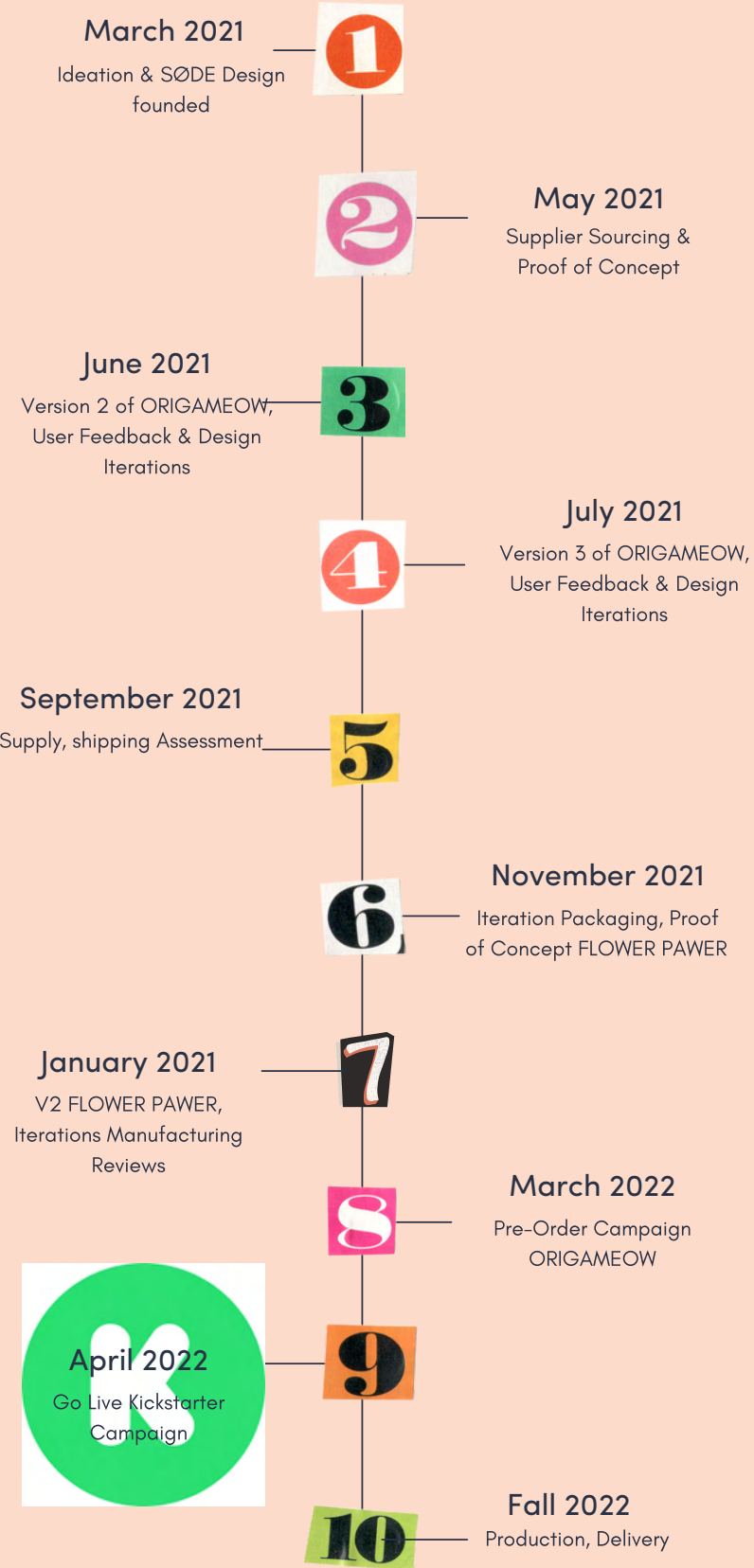
Why SØDE Design?



FEATURES	(UGLY) CAT TREE	FLOWER PAWER	ORIGAMEOW
Chilling	✓		✓
Scratching	✓	✓	✓
Playground	✓	✓	✓
Hiding			✓
Approved by Vets		✓	✓
Design-looking		✓	✓
Long Lasting		✓	✓
Sustainable		✓	✓
No Plastic		✓	✓
Made in Europe (Portugal)		✓	✓
Human Purpose		✓	✓



SØDE DESIGN Timeline





Press

Download the Resources
<https://bit.ly/3K3WUVz>

#MEOWON #SODEDESIGN

FOR STYLISH
SØDE
CATS ONLY