



ABOUT THE ANIMALS OBSERVATORY

The Animals Observatory is the result of a love at first sight scenario between two people, Laia Aguilar and Jan Andreu. Having been a long-time admirer of Laia Aguilar's work during her time as creative director for Bobo Choses, Jan Andreu proposed they join forces to found a new fashion brand for children.

Jan Andreu has proved his incredible talent for business time and time again over the course of his career but The Animals Observatory project represents the realization of one of his dreams as an entrepreneur, and particularly as a parent. Laia Aguilar was the perfect choice of partner to make that dream a reality: her work in children's fashion over recent years has set trends that have reverberated across the world and been the inspiration for many of today's more exciting childrenswear brands.

LA sees children's fashion as an artistic tool through which she can express her own extraordinary world. Tireless in her efforts, each garment she designs is infused with her flair and authenticity. She never sees a design as finished until it evokes her own secret, playful inner music, a music that springs from a blend of simple and imaginative patterns, her unique eye for colour, a choice of comfortable yet wonderful materials and fabrics and the illustrations and drawings that are perhaps her most characteristic trait, the result of a spontaneity forged over years of work and which fill thousands of sketch books...

LA knows that it is the children, the toughest of judges, that she must win over with her genuine truth and boundless imagination.

Although the clothing is the central focus of her creative innovation, Aguilar has a global vision of her projects, which is why she makes a point of being involved in every detail, from brand image and ad campaign photography to the selection of those who accompany her on her journey: artists, designers and professionals representing a wide variety of disciplines, whose work adds to and complements the world of The Animals Observatory.

Noteworthy among these collaborators is Vanessa Lorenzo, whose background as a fashion designer and model augments and completes Laia's vision and work. Moreover, as a sign of her commitment to and confidence in the brand, Lorenzo has joined Jan and Laia as a company partner.

The entire Animals Observatory team are committed to the brand being an ethical leader in the world of fashion, which is why great care and attention goes into the selection of social and humanitarian collaborative projects.

Laia Aguilar is currently based in the middle of the Empordà countryside, close to the French border, where she lives, along with her husband and children, and creates in a house full of books, pictures, toys, magazines and her enormous dog, Enzo. This move was an essential inspirational element in tackling her latest career challenge and breathing life into her new venture, having headed up and developed Bobo Choses since its inception.

The Animals Observatory is a timeless brand from a unique artist. Children and adults alike will be drawn to its sense of playfulness, comfort and aesthetic pleasure, all based on the philosophy of an old motto that Laia often repeats to her children: 'Be a good animal, true to your instincts'.



BIOGRAPHIE LAIA AGUILAR

Laia Aguilar was born in Igualada (Catalonia) in 1975. She was brought up in the city of Reus. She wasn't a good student but she was a good artist. She spent her childhood amongst pads and coloured pencils. In 1990 she started studying illustration at the Pau Gargallo School of Fine Arts in Badalona. Another of her great passions was, and still is, the world of advertising. At the age of 20 she started working for a number of advertising agencies as a graphic designer and art director, until she decided to set up her own advertising and design studio, Otto&Olaf, in 2005.

But it wasn't until 2006, when pregnant with her first child, Pablo, that she decided to try her luck in the world of children's fashion. She instinctively understood that there was a niche in the children's fashion market that had yet to be filled. That was when she set up the successful clothes brand Bobo Choses. She was the brand's creative director and designer for seven years, starting with its first collection, 'The Englishman & the Sitting Bull' AW08/09, and finishing with its most recent 'A Day in L.A.' AW14/15.

The secret of the success of Laia Aguilar's designs for Bobo Choses was the combination of simple lines, harmonious colours with personality and black motifs and prints. This simple yet sophisticated proposal was a hit from day one. Many other brands successfully followed suit with the same design model from then on, extending the market share that Laia sensed way back in 2006.

In 2014 Laia decided to leave Bobo Choses and start a new adventure, the one presented here: The Animals Observatory. Laia had been wanting to explore a new facet of her career and, just like she did when she came up with Bobo Choses, she understood that she could still go further in the world of children's fashion. Today it is reality.



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Having become increasingly interested in art in its broadest senses, Laia Aguilar has combined the functionality of comfortable, attractive clothes with a history with motifs and inspirations that she gets from many varied sources: from the graphic world of the 1970s to the sculptures of Henry Moore; from the photographs of Elaine Constantine to the architecture of Barragán, from the drawings of Le Corbusier to the furniture of Charlotte Perriand.

But the most important or central influence on her new brand is perhaps the animal world seen through the eyes of a child, with curiosity, empathy and excitement.

All of these elements combine and give life to The Animals Observatory, which aims to be the clothes brand of our children's children, in a timeless trend that has nothing to do with fashion that is close to little family stories.

Spring/Summer 2016 Opening Collection

Each piece in this first collection by Laia Aguilar for The Animals Observatory is a universe in itself: some are inspired by 1960s African matchboxes, others by iconic scenes from the geometric comedy films of Jacques Tati; also noteworthy is the influence of her past as a graphic artist on the typography chosen; and then of course there are Aguilar's own illustrations with which she fills countless notebooks.

The result is a daring, eclectic collection fed by a broad range of colours. Particular emphasis has been given to knit textures that are chic and elegant yet comfortable.

In this first collection, the pieces converse with each other with their own personality, in a set that, paradoxically, despite the diverse iconography they feed off, share the same music. The secret is the constant search for consistency in the proposal.

T.A.O. WORKERS first edition

The T.A.O. WORKERS line aims to form a capsule wardrobe of play clothes for children. Designed as battle gear, it in turn aims to have an almost primeval attraction that is instinctive and animal thanks to its vintage patterns, which are roomy and comfy, and come in a range of soft colours. Its DNA also includes strong typography and durable natural fabrics.

T.A.O. WORKERS is the world of uniforms and trades. And, above all, it is the ideal travelling companion for The Animals Observatory: each with its own personality, so different, yet so similar.