

bluebird. Agents & Consultants

UK Press Release

1st October 2025



Fatboy teams up with Bluebird Agents for UK sales representation

Bluebird is over the moon to announce a new partnership with Fatboy in the United Kingdom. We're genuinely excited about what the future holds with this iconic brand by our side.

Fatboy, known for its playful and creative designs, has already made its mark internationally. After a short break without local representation, the brand is now set to bring its energy back to the UK.

As a brand that's already well-known and loved by the British public, we're looking forward to offering retailers, designers and architects in the UK the level of service they expect from the manufacturer. That way, we can help expand the availability of these leading products across the market.

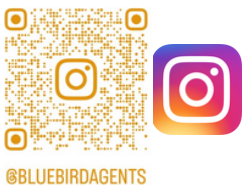
Katie Marshall from Bluebird says: "This was honestly, an easy decision for us to take Fatboy onboard our brand lists, because it has all the most amazing characteristics of a highly successful manufacturer embossed in a long history of development, and more."

Products that bring an instant smile and create ambiance in any space are a joy to deliver to our network of UK dealers and designers. We can't wait to get the conversation started.

Design-led products are backed by a market-leading online portal – a key ingredient in the success of both the brand and the reseller. With just one click, resellers can access eye-catching campaign visuals, manufacturer-supported promotional periods, and creatively crafted content. Everything is instantly available through a personal login, so it's always right there when needed.

We can't wait to show the UK that Fatboy is so much more than only a beanbag.

For early information about the Fatboy brand via Bluebird, email: katie@bluebirdagents.com



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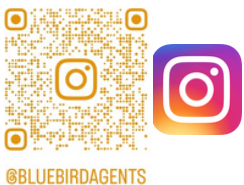
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About Fatboy.

In 1998, the Finnish designer Jukka Setälä designed a beanbag unlike any other. Fatboy is – as many people think – not named after the firm shape of the beanbag, but after the artist Fatboy Slim. Whom Jukka often listened to while designing. The beanbag has become an unconventional design classic. Although the Original beanbag is undeniably our biggest icon, Fatboy is clearly more than only a beanbag.

Over the years, Fatboy has built a distinctive collection consisting of high-quality design icons, for both indoor and outdoor use. Fatboy always plays with the rules of design. Together with a network of top designers (from our own internal team to external designers), Fatboy works on new everyday classics. Each product has its own character. Still, you immediately recognize them as Fatboy designs: unique, unconventional and inventive.



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