

Authentic, innovative, amazing

That's what makes mamalila

The birth of her two children was the reason for today's managing director, Vicki Marx, to found mamalila. As a fan of the great outdoors and babywearing, the young mother discovered a gap in the market. Anyone with a child in front of them, who wanted to get out in wind and bad weather, needed a jacket that was different from anything else than the market previously had on offer. And so without further ado Vicki set about developing this jacket herself – launching mamalila in 2005.

mamalila was thus born out of the familiarity of babywearing, a sense of belonging, combined with the demand to act responsibly and authentically, shaping the entire brand.

A mamalila jacket can do more. It accompanies parents through very special times and therefore has to be something special itself. It grows and thinks with you, is versatile and sustainable in the best sense and combines the highest functionality, skin and environmental compatibility, along with sophisticated design.

It is no surprise then that the company and its products have won numerous awards in recent years – from the OutDoor Industry Award to the Kind+Jugend Innovation Award. Most recently, mamalila was awarded the German Brand Award 2017 and 2018 Gold, the German Design Award 2018 and the German Innovation Award 2018 in Gold in the category “Kids and Toys”.

