

## WonderFold x Volkswagen

WonderFold is on a mission to inspire families to get out and take the everyday adventures that they deserve, with ease and peace of mind using its range of products. With the launch of WonderFold's VW stroller wagons, family outings got a little more groovy. Inspired by the vintage VW bus, our special edition stroller wagon will fulfill your nostalgic fantasies with all those classic WonderFold elements. It includes features like the classic VW bumper, functioning headlights, and retro all-terrain XL wheels!

### What is special about this product?

The sleek design channels the iconic style of the vintage VW bus. Designed for nostalgic parents, this special edition is crafted with thoughtful detail, WonderFold's VW offers ample storage, premium vegan leather handlebar, and magnetic harness buckles for easy use. Ideal for children 6 months and up, it features deep, reclining seats with a 5-point harness and zippered door for independent access. With versatile storage options, zippered mesh panels, and UV sun canopy, the VW ensures comfort and protection. Folding securely for storage and transport, it's perfect for stylish family adventures in any setting.

### How did the product come about (who came up with the idea)?

The inception of our product was truly a collaborative effort within our small, dedicated team. Sarah, WonderFold's Director of Design and Development, had the privilege of leading the project and worked closely with Adan Fernandez, WonderFold's Senior Designer, to bring our vision to life. Together, they focused intently on every detail, maintaining constant communication with VW throughout the process. It was incredibly exciting for all of us to witness the evolution of our prototypes. Each stage brought a new wave of anticipation and enthusiasm, fueling our commitment to creating something remarkable. This journey was a testament to our team's synergy, creativity, and passion for innovation.

### CV of the designer - if there is a design team behind it, you should choose a main person responsible to whom the data refers.

Sarah Ng joined WonderFold in January 2021 as the Design Manager, aiming to help grow the family brand. Prior to joining she had been in the architecture industry since 2014, working with many award-winning companies on a diverse range of residential and industrial projects, from new builds to renovation works. Initially, WonderFold's design team consisted of just two members but then Sarah brought her artistic innovation and extensive experience in sustainable architectural practices to the team, helping to bring adventurous products to life.

Sarah's attention to detail and focus on user interaction ensures the delivery of high-quality products. She values user feedback, both positive and negative, as it aids in continuous improvement. Her background enables her to collaborate effectively with the engineering team and manufacturers.



Currently, Sarah is the Director of Design and Development. Under her leadership, the team has grown rapidly, now boasting over 15 members. She is now looking to expand the development team further.

### How long did it take from the initial idea to the finished product?

The journey from the initial idea to the finished product took approximately 2 years.

### Were there any hurdles during development or special things that had to be taken into account? How did the development proceed (test phases, prototypes, etc.)?

As a market leader, our commitment to innovation and attention to detail is paramount, always ensuring safety standards are upheld. During development, we encountered a few hurdles. For instance, the colors of soft and hard materials appeared mismatched indoors but matched outdoors, along with other minor discrepancies. To address these issues, we took extra steps and produced additional samples to refine the process.

Another significant challenge was finding references for incorporating the iconic VW bus design into our unique stroller wagon. Given the distinctiveness of our product in the market, we had to start from scratch and rely heavily on our creativity and imagination to bring this vision to life.

Throughout the development process, we implemented rigorous test phases and created multiple prototypes. This meticulous approach allowed us to identify and resolve issues early, ensuring the final product met our high standards for quality and innovation.

### When exactly was the product launched and how is it selling?

Our Volkswagen collaboration launched on November 10, 2022 with the introduction of the four seater option. Since then, we have successfully sold thousands of Volkswagen stroller wagons through our website and retail partners, making it a tremendous success. Then, most recently, in June of 2024, WonderFold launched a 2-seater option that offers the same vintage design in a slightly smaller size.

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