

Boho Baby



Boho modern was born via the embrace of rosy Instagram filters, van-life nomads, and SoCal lifestyles. But now the warm, desert hues, and cozy earthtones are filling gender neutral nurseries and informing baby and kid brands. Anchored with arches and abstract botanicals, it adds a Scandi hygge element via folk-art inspired silhouettes, graphic pops, and eco-aware, long lasting, wooden toys. Taking its cues from the 60's and 70's, brand typography feels friendly in swoops and loaded letterforms, or approachable in hand-drawn type. The move away from the bold navy, pale pink, gray and chevron of the 2010s feels gentler, earthbound, and natural.