**moKee story**

**We need a fun reportage o tell the moKee history.**

**It can even be in the style of a short-story for kids. We need to show the human factor, the family behind moKee and the passion and enthusiasm that led to the successful company. (2 - 4k characters incl. spaces)**

**Here is the article for Express:**

<https://www.express.co.uk/finance/city/839886/nursery-furniture-buy-mokee-parents-children-baby>

*2089 characters:*

Once upon a time, two new parents were shopping for nursery products, and found themselves frustrated.

“All the products are so dull, boring, and poorly designed!” The man cried. The woman agreed.

‘We want something stylish, and minimalistic. And not just ‘pink for girls’, and ‘blue for boys’. There has to be another way!’

The man smiled. ‘I have an idea…’

And so the company **moKee** was born, another new baby to these excited parents.

The parents had decided they wanted to make something new, fresh and different. They wanted a handmade, Scandinavian design; to make their nursery feel beautiful and modern.

They started with creating a Mini-Cot.

Once the sample arrived at their home, they were so excited. It was a beautiful White Snow cot, practically perfect in every way.

‘Let’s build it now!’ They said.

And they did. It became a proud feature in their living room for many months.

Then their dreams got bigger and bigger, just like their family.

Their vision was growing.

They quickly met many goals - launching their website, building a team, developing the product range, and delighting many happy customers.

Their family business grew and grew, and they started employing people all around the world, yet they still kept true to who they are as parents.

One day the family went on holiday to France. When they got to their apartment, they were astonished to find a moKee cot in the children’s room! It was a very special feeling for the parents, to know their business was loved around the world.

Their favourite product is still the cot, where it all started. Every day they see beautiful images on Instagram of their stylish, minimalistic products and accessories.

Their dreams now go from strength to strength. Through moKee, they aim to provide everything your baby needs in its first year of being in the world.

moKee to them is like their third child, and indeed like a brother or sister for their two little children, who know all of the product names, and even give their parents suggestions to improve.

The parents dared to believe in the beauty of their dreams. Now, the possibilities are endless…