e-Comas launches new EZY Baby store to make shopping easier for parents

e-Comas has launched its own store for baby products. EZY Baby is a new store bringing e-Comas's high-quality baby brands together on one platform, allowing parents to shop easily and with confidence.

EZY Baby was officially launched at a Paris press event hosted by French gifting company MIM Play and Explore.

The launch of EZY Baby also brings US-based My Little DaVinci to the French market for the first time. My Little DaVinci offers an innovative picture frame that can store up to 50 artworks at once, perfect for parents of craft-loving kids.

Three innovative, trusted baby brands

As well as My Little DaVinci, the EZY Baby store launch features b.box for kids, an Australian maker of beautiful, innovative lunchboxes and drinkware, and Lansinoh, whose signature lanolin product is an absolute essential for breastfeeding mothers.

They're three incredible brands that e-Comas genuinely loves, trusts and stands behind.

e-Comas is the official distribution partner of these brands, offering 100% genuine products, with full brand warranty support and direct access to brand expertise. The e-Comas Distribution team ensure every item meets strict safety standards and delivers on the promise parents expect.

As well as distributing the brands, e-Comas carries out a full spectrum of marketing activity for each one, including managing eCommerce channels, advertising, digital media, customer service and operations. That means e-Comas has inside-out knowledge and complete confidence in all brands and products sold on the EZY Baby store.

One-stop shopping

As e-Comas attracts more baby brands to work with, the EZY Baby store will grow.

The aim is to be a complete one-stop-shop for everything parents need for their babies, taking the guesswork and hard work out of shopping. A simple, trusted

store where parents will know that everything listed is the highest quality and designed to make parenting easier.

The online store is currently available in 11 European countries, and in three languages – English, French and German.

As a Shopify store, it's super easy to use. You can shop by brand, by category or by bestsellers.

'Complete source for parents'

Speaking at the launch in Paris, Loris Voyer, Head of e-Comas Marketing, said: "We're delighted to launch EZY Baby, the umbrella store for all our fantastic baby and child brands. As a specialist distributor in this market we pride ourselves on the quality of the brands we work with, and go above and beyond to ensure every customer gets the level of service they deserve.

"I'm also particularly happy that we're bringing My Little DaVinci to the French market for the first time. It's an incredible product that allows kids to show off their pictures, and gives their parents somewhere to store them all! It's going to be very popular in my home country of France.

"We're looking forward to adding more incredible brands to the EZY Baby portfolio very soon, giving parents a complete source for trusted, beautifully-designed products from pregnancy onwards."