



MyHood Launches Custom Made Hoods and Stroller Accessories *Swedish Creative Duo Launch Eleven First-of-its-Kind Hand Made Stroller Hoods and matching Plush Blankets*

New York, NY - January 27th 2009 - MyHood, the brainchild of Swedish entrepreneurs and mothers Caroline Roth and Caroline Rönnerberg now launches their premiere line of tailor-made hoods and stroller accessories in US, enabling parents everywhere to personalize their stroller making it both fashionable and functional.

MyHood enables strollers to be an expression of each parent's personal style, while also providing their baby with the practicality and comfort they deserve. MyHood's first line of tailor-made stroller accessories includes eleven hoods, each handmade in the United States, and plush blankets to match. The hoods and blankets are manufactured in the US and are available for purchase across the globe at www.myhoodbaby.com

"We began noticing that there are so many women with different fashion styles, walking around with the same stroller in solid canvas," said Caroline Roth, co-creator and co-designer for MyHood. "We wanted to create something that would enable each woman to have a stroller that reflects her personal style." There's a hood/blanket for any kind of fashion style, from the classic chic to the bohemian funky.

The Fall Winter collection is split between a deluxe line, featuring materials such as rabbit fur and genuine leather, and a premium line, a more affordable option yet still with the superior quality. Both collections offer fluffy linings in mink-like material and personal embroideries. In addition to looking unique and fashionably funky, the hoods will provide your baby with soft fabrics and warmth from the cold winter elements. All of the designs for the hoods in the deluxe collection are inspired by major fashion trends and runway shows. All hoods with matching blankets are hand made in New York City by professional seamstresses.

Each hood currently works for two Bugaboo stroller models, the Bugaboo Cameleon and the Bugaboo Frog. With the launch of the Spring Summer line, MyHood will extend compatibility to work with at least two additional stroller models.

"We think that MyHood is an ideal brand for any parent with a strong sense of personal style," said Caroline Rönnerberg co-founder and co-designer for MyHood. "It's perfect because it keeps your baby cozy while allowing you to stay true to the unique and stylish person that you are."

Web site: <http://myhoodbaby.com/>

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High-resolution pictures and press release on www.myhoodbaby.com/press

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About MyHood

MyHood Inc. is an innovating and revolutionizing baby stroller accessories company. MyHood offers 11 personalized, tailor made styles of hoods and blankets inspired by major fashion trends, enabling parents everywhere to personalize their stroller making it both fashionable and functional. They can be purchased on the company's website from anywhere in the world. www.myhoodbaby.com

MyHood was founded in Sweden in 2008 and has offices in Stockholm, Sweden and New York, USA. For more information about MyHood please visit www.myhoodbaby.com.