

BORRN IS A BABY BOTTLE FOR ECO-CONSCIOUS PARENTS

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London – Creative studio **Blond** has designed a baby bottle that focuses on the needs of the parent as well as the child.

The Borrn bottle claims to be one of the most hygienic bottles on the market, comprising a medical-grade silicone interior. Not only does this mean it can withstand extreme temperatures and be sterilised as much as needed, but it can even be passed down to a sibling or another child, reducing the plastic waste associated with baby bottles.

‘Essentially, the product can grow with the child,’ Blond director James Melia told Dezeen. ‘When the time does come to dispose of the product, Borrn will be offering a returns service. [We] will dismantle and recycle each component.’ The bottle also shuns gendered colours and babyish aesthetics and instead opts for a neutral design inspired by homeware, part of its effort to appeal to Millennial parents.

Amid the rise of **eco-friendly toys** for children, there is an opportunity for brands to explore other sustainable baby products as more parents become aware of the environmental impact of raising a child.