



Press release

Malmö, November 2nd 2015

Nada Yada delivers digital signage and e-commerce solutions to green concept store Mühlow

Swedish interactive technology company Nada Yada announced today that they have been selected as technology partner for Mühlow's (previously Dresstwice) new green concept store in Malmö, featuring ecological fashion.

Based in Triangeln in Central Malmö, the new store will open its doors in November. It will among other things feature the different continents where Mühlow collections come from, including presentations of local wildlife and materials used, to highlight the company's initiatives in ecological, fair trade and responsible production. The store will also function as an education center, featuring seminars and educational sessions on topics such as sustainable production.

The founder Kerstin Mühlow explains more: "I want the store to communicate our brand values so that all visitors really get a feel for them. This is why the mix of the physical store and e-commerce is so important to me; customers can shop easily and at the same time get the full physical experience of the brand. Nada Yada has been instrumental in helping to find providers and design the interactive technology solutions to help me realize my vision."

Christian Johnsson, CEO of Nada Yada: "We're very proud that Mühlow has chosen Nada Yada as technology partner for their first physical store. It's a very interesting and challenging project, including three separate touch screens for interactive information and shopping, an interactive floor, a couple of big 75" screens and projectors that can project on the shop window. It will be a very cool in-store experience once they open their doors."

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About Nada Yada AB

Nada Yada is a Malmö based consultancy company, specializing in touch and other interactive technologies that can create new marketing experiences. The company was founded in 2008 and all employees have thorough experience from interactive technology companies in Sweden and internationally. Read more at www.nada-yada.com.

About Mühlow

Mühlow (previously Dresstwice) was founded by Entrepreneur Kerstin Mühlow in 2010 and specializes in selling high quality, ecological fashion for children by web franchise. Every garment sold means a donation is given to children in need. Read more at www.dresstwice.se