Play and have fun...

let children be children again.

It’s not always easy to furnish a child’s room. Colours, furniture, and interior elements can be tricky to combine together in a way that looks good. That’s why we group our interior elements and toys together into clear concepts to make it easier to furnish a child’s room in a way that’s functional, as well as colour co-ordinated and stylish.

Kid’s Concept is a Swedish company founded 2007. Function and sustainability goes hand in hand. We closely collaborate with our factories and visit them regularly. We want there to be a mutual understanding and interest regarding high quality and environmental aspects.

We put childrens safety first, our products should be safe, sustainable and fun to play with. We care about our planet and we work hard for our generation and for all coming.
Born unique.

Just like you.

Our linen baby collection is lovingly made by hand in Europe.

The products are designed with personalisation in mind, so they become your baby’s favourite thing – something they hold close and cherish through their first years.

Their durability means they can be passed down from generation to generation, and thanks to the unique qualities of our linen, their softness only grows the more they’re loved over the years.
Producing linen is a more eco-friendly process, meaning its life cycle has a smaller impact on the environment compared to cotton.

Linen yarn has long straight fibres with a smooth surface, resulting in a fabric that is incredibly breathable. The smoothness of the fibres helps the material repel dirt — and gives it natural antibacterial and hypoallergenic properties. Linen fabric is strong and long lasting — perfect for a baby toy.

The products, the material and the fabric are made in Europe, which reduces the transport distance to our warehouse. We plan our purchases so that they have the smallest possible impact on the environment, which is important for our commitment to sustainability.

Strong and long lasting.
Designed for the little ones.

The bite rings are designed for the little ones and are easy for your baby to grip when their teeth start to come through and irritate their mouth. Made from 100% Hevea rubber (latex) instead of silicone. No added plasticisers are needed as they’re found naturally in natural rubber, making it soft and flexible.
When you cry, I can give you comfort. When you don’t find your pacifier – I always keep it for you. I can make you feel safe and give you some peace when it’s time to sleep.
Squeeze my ears and they will rustle.

I was born in a small factory in Latvia, Europe. I’m made of all-natural material, linen, maple wood, and filled with corn fibres. Squeeze my ears and they will rustle.

My first puzzle.

Put the mind to work with the baby’s first real jig saw puzzle in untreated wood. The four large wooden pieces can fit together in different ways. A perfect way starting to learn the technique of jig saw puzzling. Play around with the pieces to figure out different solutions.
Edvin - a magical adventure in the forest.

Our EDVIN collection taps into the magical and fantasy filled forest with lots of exciting animals. From cute little mice to the king of the forest - Bo the Moose! They all want to be your friend. Get to know the animals and all the new products of the Edvin collection. Ahead of the spring and summer, we’ve updated our range of colours with new shades of green, apricot, and burnt ochre with a splash of turquoise.
Stay in place.

Quilted play mat designed to fit seamlessly inside our tipi play tents. The mat can also be used under our wooden baby gym or just as a soft play mat. Foldable and easy to carry around - the playtime never has to stop.
Learning by playing.

Teach your child while you play! Stack the cubes on top of one another, sort them by size order, or practise counting. The cubes feature the names and pictures of animals, as well as numbers from 1 to 10. Familiarise your child with the animals of the Edvin series, from the little ant My on the smallest cube to the large Bo the Moose on the biggest cube. Encourages imagination, problem-solving and logical thinking. Hones motor skills and co-ordination and helps to build strength in little fingers.
Tips from our designer – draw the eyes away from the floor and use the walls more when decorating your home.

Fill the shelves with books, cuddly toys, or other favourite things. Change the items regularly to make the shelf a dynamic interior design element and allow your child to rediscover their things.

Put your favorite things on the walls.
Hosting a tea party develops children’s social skills by letting them imitate adults and use their imagination to take on different roles. Motor skills and balance are practiced as they pretend to pour tea. Choose from four different tea bags, attach the little slice of lemon to the edge of the cup, pour in a splash of milk, and serve the cups from the tray.

The story tells that the tradition of afternoon tea started with Anna, the Duchess of Bedford. In the 19th century it was common to eat two main meals: an early breakfast followed by a late supper. The Duchess started her own little ritual when she took tea and a light bite in her bedroom every afternoon. Gradually this private ceremony became an occasion to meet friends and socialize.
Sow seeds of change!

Let your child get involved in planting, growing vegetables, and picking berries and fruit. By sowing the seeds of change early on, you can teach your child the importance of a circular lifestyle and looking after our environment.
Outdoor furniture with a classic design and style, made from weather-resistant wood. Goes great on a balcony, in the garden, in the kids’ room, or as a separate children’s corner in your outdoor space. We made them a little bigger so that your children can continue to use them as they grow. Fits for children up to 7.
We love to play games outdoors in the summer-time. We move life out into the garden or go to the beach. With our Boccia you can challenge anyone who dares. The size is made for the little hand so even the youngest can join in. Pick your favourite coloured balls and then it’s game on! If you get tired and hungry after several rounds of Boccia, you can sit down, enjoy a picnic, and play tic-tac-toe on the blanket. Which veggie will be the first three-in-a-row?
Welcome to my crib.

Children love building cabins and creating their own little cozy den. They can amuse themselves for hours in there, with various role-plays involving cabin building and “nesting”. The more pillows, blankets, and cuddly toys they can cram in there, the cosier it becomes. In their imagination, their den can become anything - a playhouse, a shop, a library, or simply a cozy cabin. If it’s a rainy day, move the tent indoors to create a cozy outdoor feeling indoors.
Mini tipi.

When you play or hang out in your tipi tent, let your dolls and stuffed animals hang out in their own. A nice interior decoration element in children's room and also a smart storage.
Comfort blanket Dino linen pink.
23x30 cm. Linen/corn fibre. 0 M+.

Comfort blanket Dino linen blue.
23x30 cm. Linen/corn fibre. 0 M+.

Comfort blanket Dino linen beige.
23x30 cm. Linen/corn fibre. 0 M+.

Comfort blanket knots linen.
35x35 cm. Linen. 0 M+.

Bite ring linen beige.
Linen/wood. H 19 cm. 0 M+.

Bite ring linen pink.
Linen/wood. H 19 cm. 0 M+.

When you don’t find your pacifier – I always keep it for you. I can make you feel safe and give you some peace when it’s time to sleep.

When you cry, I can give you comfort.

When you don’t find your pacifier – I always keep it for you. I can make you feel safe and give you some peace when it’s time to sleep.
Hello.

My name is Neo. I am made of all natural material; linen and corn fibre. Would you like to be my friend?
1000441  
Wall shelf wood/metal green.  
51x16 H 20 cm. Wood/metal.  
MOQ 3

1000468  
Chesterfield sofa small beige.  
85x42 H 39 cm. Seat height 26 cm. Cotton/linen. 2-4 Y

1000442  
Storage paper boxes 2-set.  
30x30 H 30 cm. Braided paper.  
MOQ 4

1000487  
Storage box round 2-set light green.  
Ø 23/25 cm. Cardboard.  
MOQ 4

1000465  
Storage box round 2-set dark blue.  
Ø 23/25 cm. Cardboard.  
MOQ 4

1000486  
Storage round box 2-set salmon.  
Ø 23/25 cm. Cardboard.  
MOQ 4

1000485  
Storage box round 2-set dark blue.  
Ø 23/25 cm. Cardboard.  
MOQ 4

1000484  
Chesterfield sofa small beige.  
85x42 H 39 cm. Seat height 26 cm. Cotton/linen. 2-4 Y

1000483  
Storage box 2-set light green.  
Ø 23/25 cm. Cardboard.  
MOQ 4

1000482  
Storage box 2-set dark blue.  
Ø 23/25 cm. Cardboard.  
MOQ 4

1000481  
Storage box 2-set rust.  
Ø 23/25 cm. Cardboard.  
MOQ 4

1000440  
Wall shelf wood/metal apricot.  
51x16 H 20 cm. Wood/metal.  
MOQ 3

1000443  
Wall shelf wood/metal apricot.  
51x16 H 20 cm. Wood/metal.  
MOQ 3

1000469  
Chesterfield sofa small beige.  
85x42 H 39 cm. Seat height 26 cm. Cotton/linen. 2-4 Y

1000467  
Storage box round 2-set light green.  
Ø 23/25 cm. Cardboard.  
MOQ 4

1000480  
Storage box round 2-set dark blue.  
Ø 23/25 cm. Cardboard.  
MOQ 4

1000466  
Storage round box 2-set salmon.  
Ø 23/25 cm. Cardboard.  
MOQ 4

1000464  
Chesterfield sofa small beige.  
85x42 H 39 cm. Seat height 26 cm. Cotton/linen. 2-4 Y

1000463  
Chesterfield sofa small beige.  
85x42 H 39 cm. Seat height 26 cm. Cotton/linen. 2-4 Y
1000436 Wall shelf 3-level white. 75x29 H 34 cm. Wood. MOQ 2
1000439 Wall shelf 3-level light green. 75x29 H 34 cm. Wood. MOQ 2
1000438 Wall shelf 3-level white. 70x16 H 70 cm. Wood.
1000437 Display shelf white. 60x10 H 22 cm. Wood. MOQ 3
1000436 Chest white. 50x29 H 34 cm. MDF. MOQ 2
1000439 Chest SAGA. 50x28 H 37 cm. Wood. MOQ 2
1000447 Chest light green. 50x29 H 34 cm. MDF. MOQ 2
1000448 Chest light green. 50x29 H 34 cm. MDF. MOQ 2
1000449 Chest SAGA. 50x28 H 37 cm. Wood. MOQ 2
1000438 Display shelf white. 60x10 H 22 cm. Wood. MOQ 3
1000437 Display shelf light green SAGA. 60x10 H 22 cm. Wood. MOQ 3
1000451  Cubes wood 10 pcs EDVIN. 14x14x15 cm. Wood. 12 M+.

1000450  Puzzle with knobs EDVIN. 26x26 cm. FSC Wood. 12 M+.

1000452  Cubes paper 1-10 EDVIN. 7x7x7 cm. Paper. 12 M+.

1000453  Skelet rings EDVIN. Ø 10 H 20 cm. Wood. 12 M+.

1000454  Mini bead frame green EDVIN. 9x9 H 13 cm. Wood/metal. 12 M+.

1000455  Mini bead frame white EDVIN. 9x9 H 13 cm. Wood/metal. 12 M+.

1000457  Cubes wood EDVIN 10pcs. 5x5 cm. Wood. 12 M+.

1000465  Cubes wood EDVIN. 5x5 cm. Wood. 12 M+.

1000466  Mini bead frame white EDVIN. 9x9 H 13 cm. Wood/metal. 12 M+.

1000467  Cubes paper 1-10 EDVIN. 7x7x7 cm. Paper. 12 M+.

1000468  Mini bead frame green EDVIN. 9x9 H 13 cm. Wood/metal. 12 M+.
Look at this!
A wooden stroller with two pockets, one in the back and an extra storage under the seat. Everything you need to take a stroll with your doll.

Let it grow.
The set has 12 parts - a box with a lid, cutting board, knife, beetroot, leek, carrot and broccoli. The veggies can be divided and put together again with velcro. All accessories can neatly be put into the box. The lid and the vegetables have a sheer stain with transparent lacquer on top.

Tea party.
Designed for small hands, the tea set is excellent for pretend play and learn to pour tea and milk and add some lemon. The set has 21 parts - a teapot with a lid, four teacups with saucers, a milk jar, two lemon slices, four tea bags, a storage box, two spoons and a tray with room for everything you need.
Play house tent off white.
110x80 H 124 cm. Cotton canvas/wood. 3 Y+.

Play mat foldable off white.
105x75x4 cm, folded 75x35x12 cm. 100% cotton/PU foam.

Foldable play mat.
A practical foldable play mat that’s perfect in the play house. Just fold it up and move out to the balcony or garden. It’s just crying out for some gymnastics as well!

What’s on the other side?
A play tunnel is such an adventure. Hide inside or crawl through and discover what awaits you on the other side. Or put it as an entrance to our playtents. Foldable and easy to assemble.

Stay in place.
Quilted play mat designed to fit seamlessly inside our tipi play tents. The mat can also be used under our wooden baby gym or just as a soft play mat. Foldable and easy to carry around - the playtime never has to stop.
Tipi tent mini green. 53x53 H 75 cm. Cotton/canvas/wood. 3 Y+

Tipi tent off white. 110x110 H 160 cm. Cotton/canvas/wood. 3 Y+

Tipi tent green. 110x110 H 160 cm. Cotton/canvas/wood. 3 Y+

Tipi tent mini off white. 53x53 H 75 cm. Cotton/canvas/wood. 3 Y+