

New Products SS24

THE
WOW
EFFECT
CO.

New!

All brands:

DO I Y

EAT MY
SOCKS

Another Me



DO I Y



EAT MY SOCKS



Another Me



Unique and edgy brands

The Wow Effect Company originated from DO I Y, a brand established in Barcelona in 2008.

With over 15 years of experience in the gift and lifestyle industry, the founders of DO I Y created The Wow Effect Company as an umbrella group for our owned and designed gift brands. Wow is centered around creativity and surprise. Our collections are designed to play with the unexpected, aiming to bring a smile to your face and provoke an immediate 'wow effect' when you discover our products.

We design 100% of our products internally.

From the initial concept to the final product displayed in stores, our company is dedicated to fostering creativity and innovation, paying meticulous attention to every detail throughout the process.

Our current brands include:

DO I Y: Statement trendy pieces for your home

EAT MY SOCKS: Unique socks shaped as unexpected foods and icons

ANOTHER ME: Experiences to enhance your daily well-being and happiness

In this leaflet, we present to you our Spring-Summer 2024 novelties! You can check out our full collection at: thewoweffectcompany.com



DOITY

Farmers' Market



Collection

Welcome to the Farmers' Market homeware collection, a celebration of wholesome goodness and farm-fresh inspo. Delve into the heart of culinary charm with our delightful range of housewares emulating the gorgeous fruits and vegetables found right at your local market!

From playful tomato-shaped plates to vibrant raspberry and banana vases, each item pays homage to the joy of home-cooked meals and the vibrant colors of your backyard garden. Bring the spirit of the farmers' market to your home and let the freshness of these delightful shapes cultivate a lively atmosphere.

DO I Y

Description: Vase
Model: Raspberry
SKU: DYVASFMR
Material: Ceramic
Product Size: 14,5 x 14,5 x 20 cm
Casepack: 4 units
Packaging: Paper Box



Description: Spoon Rest
Model: Chili
SKU: DYSPRFMCH
Material: Ceramic
Product Size: 24 x 7,5 x 2 cm
Casepack: 6 units
Packaging: Paper Box



Description: Utensils Pot
Model: Eggplant
SKU: DYUPOFMEG
Material: Ceramic
Product Size: 10,5 x 10,5 x 22 cm
Casepack: 4 units
Packaging: Paper Box



Description: Salt & Pepper Shakers
Model: Lemonberry
SKU: DYSPEFMSL
Material: Ceramic
Product Size: 6 x 6 x 7,8 cm
Casepack: 6 units
Packaging: Paper Box



Description: Plate
Model: Tomato
SKU: DYPLAFMTOM
Material: Ceramic
Product Size: 24 x 24 x 2 cm
Casepack: 6 units
Packaging: Paper Label





RODEO

COLLECTION

Step right up and lasso the spirit of the Wild West with this one-of-a-kind collection! Every item's been crafted in the shape of a cowboy boot. So hitch your wagon to the Rodeo Collection and let it steer ya down the trail. Yee-haw!

DO I Y

Description: Vase
 Model: Rodeo Cowboy Boot Lilac
 SKU: DYVASROCBL
 Material: Ceramic
 Product Size: 19,5 x 22,5 x 7,5 cm
 Casepack: 4 units
 Packaging: Paper Box



Description: Vase
 Model: Rodeo Cowboy Boot Pink
 SKU: DYVASROCBP
 Material: Ceramic
 Product Size: 19,5 x 22,5 x 7,5 cm
 Casepack: 4 units
 Packaging: Paper Box



Description: Vase
 Model: Rodeo Cowboy Boot Yellow
 SKU: DYVASROCBY
 Material: Ceramic
 Product Size: 19,5 x 22,5 x 7,5 cm
 Casepack: 4 units
 Packaging: Paper Box



Description: Incense Holder
 Model: Rodeo Cowboy Boot
 SKU: DYIHOROCBP
 Material: Ceramic
 Product Size: 8 x 9,5 x 3 cm
 Casepack: 6 units
 Packaging: Paper Box



Description: Salt & Pepper Shakers
 Model: Rodeo Cowboy Boot
 SKU: DYSPEROCBOG
 Material: Ceramic
 Product Size: 8 x 9,5 x 6 cm
 Casepack: 6 units
 Packaging: Paper Box





DO I Y

Description: Vase
 Model: Woodland Butterfly
 SKU: DYVASWOObU
 Material: Ceramic
 Product Size: 22,5 x 5 x 20 cm
 Casepack: 4 units
 Packaging: Paper Box



Description: Napkin Holder
 Model: Woodland Butterfly
 SKU: DYNAHWOOBU
 Material: Ceramic
 Product Size: 16,5 x 6 x 12,5 cm
 Casepack: 6 units
 Packaging: Paper Box



Description: Vase
 Model: Woodland Snail
 SKU: DYVASWOOSNG
 Material: Ceramic
 Product Size: 24,5 x 8 x 16 cm
 Casepack: 4 units
 Packaging: Paper Box



Description: Candle Holder
 Model: Woodland Snail
 SKU: DYCAHWOOSNP
 Material: Ceramic
 Product Size: 8,5 x 4 x 6 cm
 Casepack: 6 units
 Packaging: Paper Box



Description: Salt & Pepper Shakers
 Model: Woodland Snail
 SKU: DYSPEWOOSNLO
 Material: Ceramic
 Product Size: 8,3 x 3,8 x 6 cm
 Casepack: 6 units
 Packaging: Paper Box



Woodland Collection

Step into the enchanting world of Woodland, a homeware collection that brings the magic of nature right to your home. This collection captures the whimsical feels of the forest in every detail, blending together simple elegance with the charm of the great outdoors, offering

a touch of serenity to your living spaces. Immerse yourself in the soothing ambiance of this collection, and transform your home into an enchanting haven, where the beauty of nature gracefully intertwines with the comfort of everyday living.



Love Collection

Introducing the Love homeware collection, where every piece is designed with heartfelt elegance in mind. Embrace the timeless symbol of love with our enchanting heart-shaped objects that effortlessly infuse warmth and romance into your living spaces.

**It isn't found,
it's grown.**

DO I Y

Description: Vase
Model: Love
SKU: DYVASHERE
Material: Ceramic
Product Size: 8 x 21 x 15,5 cm
Casepack: 6 units
Packaging: Paper Box



Description: Plate
Model: Love
SKU: DYPLALOREL
Material: Ceramic
Product Size: 28 x 26,5 x 2 cm
Casepack: 6 units
Packaging: Paper Box



Description: Bowl
Model: Love
SKU: DYBOWLORE
Material: Ceramic
Product Size: 18 x 15 x 6,5 cm
Casepack: 6 units
Packaging: Paper Box





**EAT MY
SOCKS[®]**



EAT MY SOCKS

Description: 1 pair of socks
Model: Peanut Butter
SKU: EMSNOCPEBU
Style: Crew
Casepack: 6 units
Packaging: Glass container with PP lid



Description: 1 pair of socks
Model: Choco Cream
SKU: EMSNOCCECRE
Style: Crew
Casepack: 6 units
Packaging: Glass container with PP lid



Description: 1 pair of socks
Model: Choco Bar
SKU: EMSNOCCHBA
Style: Crew
Casepack: 6 units
Packaging: PET bag with cardboard display



Description: 1 pair of socks
Model: Choco Crush
SKU: EMSNOCHCR
Style: Crew
Casepack: 6 units
Packaging: PET bag with cardboard display



Description: 2 pairs of socks
Model: Happy Birthday
SKU: EMSNOCHABI2
Style: Crew
Casepack: 6 units
Packaging: Paper box with wood pulp lamination and 100% recycled PET





EAT MY SOCKS®

Description: 1 pair of socks
Model: Salty Chips
SKU: EMSNOCCHIPR
Style: Crew
Casepack: 6 units
Packaging: PET bag



Description: 1 pair of socks
Model: Hot Chorizo
SKU: EMSNOCHOCCH
Style: Crew
Casepack: 6 units
Packaging: Paper label
and cotton string



Description: 1 pair of socks
Model: Lava Lamp
SKU: EMSNOSCLALA
Style: Crew
Casepack: 6 units
Packaging: Hanging paper
with wood pulp lamination
and 100% recycled PET



Description: 1 pair of socks
Model: Magic Shroom
SKU: EMSNOSCMASH
Style: Short crew
Casepack: 6 units
Packaging: Hanging paper
with wood pulp lamination
and 100% recycled PET



Description: 1 pair of socks
Model: Peace & Love
SKU: EMSNOSPELO
Style: Crew
Casepack: 6 units
Packaging: Hanging paper
with wood pulp lamination
and 100% recycled PET





Another Me[®]

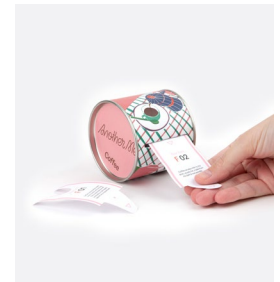


Another Me®

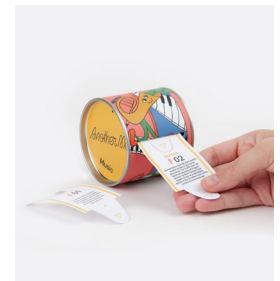
Description: 30-Days Challenge
Model: Travel
SKU: AM30CHBOTRE
Language: English (also available
in French, German and Spanish)
Packaging size: 8,3x8,3x20 cm
Casepack: 6 units



Description: 100 Curious Facts
Model: Coffee
SKU: AM100FBOCOE
Language: English (also available
in French, German and Spanish)
Packaging size: 7,0x8,0x18,5 cm
Casepack: 6 units



Description: 100 Curious Facts
Model: Music
SKU: AM100FBOMUE
Language: English (also available
in French, German and Spanish)
Packaging size: 7,0x8,0x18,5 cm
Casepack: 6 units



Description: 100 Activities
Model: What Can I Read Today?
SKU: AM100ABOREE
Language: English (also available
in French, German and Spanish)
Packaging size: 12,5x3,5x17,5 cm
Casepack: 6 units



Check out the full collections at:
www.thewoweffectcompany.com

