

New Products SS25



*New
products
only*

All brands:



Another Me



DO IY



EAT MY
SOCKS



Another Me



The Wow Effect Co., headquartered in Barcelona, Spain, is a collective of lifestyle brands that celebrate creativity and surprise. Our portfolio features DO IY, EAT MY SOCKS, and ANOTHER ME, each offering unique and thoughtfully designed products.

DO IY, established in 2008, specializes in distinctive homewares and kitchen items. Known for being unconventional, thoughtful, and emotional, their creations serve as accent pieces that bring personality and joy to any living space.

EAT MY SOCKS, launched in 2022, offers creatively designed socks inspired by unexpected objects, primarily food. These socks are hand-folded, unisex, and one-size-fits-most, combining practicality with whimsy.

ANOTHER ME, also introduced in 2022, focuses on gifts that promote mental health and personal wellness. Their products deliver meaningful daily experiences, addressing themes such as happiness, self-acceptance, healthy living, and empowerment.

Together, The Wow Effect Co.'s brands aim to inspire joy and positivity in daily life through edgy and imaginative designs.



DOITY

Good Morning Collection



Introducing our Good Morning Collection, a delightful tribute to breakfast, the most important meal of the day. Experience the joy of mornings with our charming range of housewares inspired by your favorite breakfast treats!

Good Morning Collection

DO I Y

Description: Vase
Model: Baguette
SKU: DYVASGMBA
Material: Ceramic
Casepack: 4 units



Description: Vase
Model: Moka
SKU: DYVASGMMO
Material: Ceramic
Casepack: 4 units



Description: Storage Box
Model: Croissant
SKU: DYBOXGMCR
Material: Velvet
Casepack: 6 units



Description: Storage Box
Model: Pancakes
SKU: DYBOXGM PAN
Material: Ceramic
Casepack: 6 units



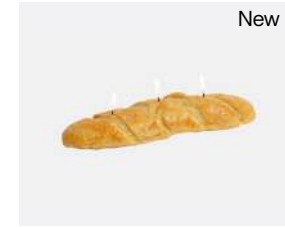
Description: Trinket Tray
Model: Waffle
SKU: DYTRTGMWAF
Material: Ceramic
Casepack: 6 units



Good Morning Collection

DO I Y

Description: 3D Candle
Model: Baguette
SKU: DYCANGMBA
Material: Paraffin, Soy Wax
Casepack: 6 units



Description: 3D Candle
Model: Croissant
SKU: DYCANGMCR
Material: Paraffin, Soy Wax
Casepack: 6 units



Description: Bottle Opener
Model: Croissant
SKU: DYBOPGMCR
Material: Iron, Zinc Alloy
Casepack: 6 units



Description: Bread Knife
Model: Baguette
SKU: DYBKNGMBA
Material: Wood, Stainless Steel
Casepack: 6 units



Description: Jar & Glass Set
SKU: DYJGLGM
Material: Glass
Casepack: 6 units



Sweetie Collection



Inspired by the opulent cakes favored by Marie Antoinette and reimagined by British pastry chef Joseph Lambeth, our Sweetie Collection is a visual feast of nostalgia, personality, and beauty! Crafted to resemble edible cakes, every piece is adorned with lifelike whipped cream frosting and cherries, serving up a slice of happiness to your kitchen and living space.

Sweetie Collection

DO I Y

Description: Storage Box
Model: Heart Cake
SKU: DYBOXSWH
Material: Ceramic
Casepack: 6 units



New

Description: Storage Box
Model: Rectangle Cake
SKU: DYBOXSWR
Material: Ceramic
Casepack: 6 units



New

Description: Sugar Bowl
Model: Heart Cake
SKU: DYSBOSWE
Material: Ceramic
Casepack: 6 units



New

Description: Candle Holder
Model: Piece of Cake
SKU: DYCAHSWE
Material: Ceramic
Casepack: 6 units



New

Description: Candle
Model: White
SKU: DYCANSWWH
Material: Paraffin, Soy Wax
Casepack: 6 units



New

Description: Candle
Model: Pink
SKU: DYCANSWPK
Material: Paraffin, Soy Wax
Casepack: 6 units



New

Sweetie Collection

DO I Y

Description: Photo Frame
Model: White
SKU: DYPHFSWWH
Material: Resin, Glass, Cardboard
Casepack: 4 units



New

Description: Photo Frame
Model: Pink
SKU: DYPHFSWPK
Material: Resin, Glass, Cardboard
Casepack: 4 units



New

Description: Mug
SKU: DYMUGSWE
Material: Ceramic
Casepack: 6 units



New

Description: Jar & Glass Set
SKU: DYJGLSWE
Material: Glass
Casepack: 6 units



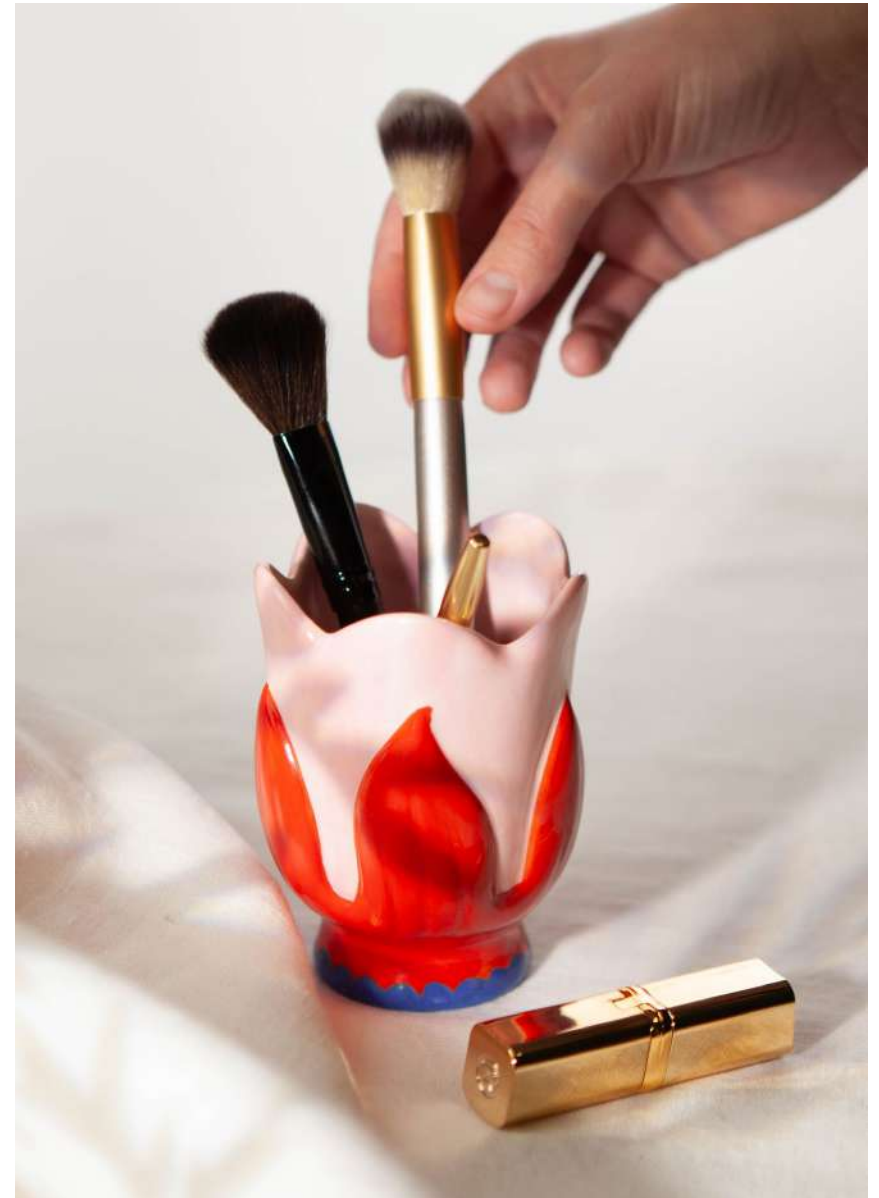
New

Description: Set of 2 Tea Towels
SKU: DYTET2SWE
Material: 100% Cotton
Casepack: 6 units



New

Bloom Collection



Introducing our Bloom Collection, a celebration of natural beauty and floral inspiration. Delight in the elegance of our charming range of housewares capturing the exquisite form of tulips! From playful tulip-shaped vases to floral candle holders, each piece is unique and hand-painted in a variety of bold colors.

Bloom Collection

DO I Y

Description: Vase
Model: Large
SKU: DYVASBLOL
Material: Ceramic
Casepack: 4 units



Description: Vase
Model: Small
SKU: DYVASBLOS
Material: Ceramic
Casepack: 4 units



Description: Multipurpose Pot
SKU: DYPOTBLO
Material: Ceramic
Casepack: 6 units



Description: Incense Holder
SKU: DYIHOBLO
Material: Ceramic
Casepack: 6 units



Bloom Collection

DO I Y

Description: Salt & Pepper
SKU: DYSPEBLO
Material: Ceramic
Casepack: 6 units



Description: Candle Holder
SKU: DYCAHBLO
Material: Ceramic
Casepack: 6 units



Description: Bottle Stopper
SKU: DYBSTBLO
Material: Ceramic, Cork
Casepack: 6 units



Description: Jar & Glass Set
SKU: DYJGLBLO
Material: Glass
Casepack: 6 units



Bow Collection



Introducing our enchanting Bow Collection, where balletcore meets coquettish charm. Embrace grace and sophistication with our delicately crafted bows, taking inspiration from the ethereal ballet world and the whimsical allure of coquetry.

Bow Collection

DO I Y

Description: Vase
SKU: DYVASBOWR
Material: Ceramic
Casepack: 4 units



Description: Candle Holder
Model: Large
SKU: DYCAHBOWL
Material: Ceramic
Casepack: 4 units



Description: Candle Holder
Model: Small
SKU: DYCAHBOWS
Material: Ceramic
Casepack: 4 units



Description: Salt & Pepper Shakers
SKU: DYSPEBOW
Material: Ceramic
Casepack: 6 units



Bow Collection

DO I Y

Description: Storage Box
Model: Lilac
SKU: DYBOXBOWLI
Material: Velvet
Casepack: 6 units



Description: Storage Box
Model: Red
SKU: DYBOXBOWRE
Material: Velvet
Casepack: 6 units



Description: Trinket Tray
SKU: DYTRTBOW
Material: Ceramic
Casepack: 6 units



Description: Spoon Rest
SKU: DYSPREBOW
Material: Ceramic
Casepack: 6 units



Description: Jar & Glass
SKU: DYJGLBOW
Material: Glass
Casepack: 6 units



Rainbow Collection



Rainbow Collection

DOITY

Description: Bookends
SKU: DYBOOKRA
Material: Ceramic
Casepack: 4 units



Description: Bookends
SKU: DYBOOKRA
Material: Ceramic
Casepack: 4 units



Description: Vase
SKU: DYVASRADO
Material: Ceramic
Casepack: 6 units



Ocean Dreams Collection



*Mid
Season*

Are you ready for this jelly? From home decor to tableware and bath accessories, this collection is bubbling with inspiration from the sea's most mesmerizing creatures—jellyfish, starfish, corals, and more. Dive into these squishy vibes and let the ocean's beauty make waves in your space!

Ocean Dreams Collection

DO I Y

Description: Vase
Model: Jellyfish
SKU: DYVASODJF
Material: Ceramic
Casepack: 4 units



Description: Multipurpose Pot
Model: Coral
SKU: DYTBHODCO
Material: Ceramic
Casepack: 6 units



Description: Multipurpose Tray
Model: Seashell
SKU: DYSPLODSS
Material: Ceramic
Casepack: 6 units



Description: Soap Dispenser
Model: Jellyfish
SKU: DYSDODJF
Material: Ceramic, PET
Casepack: 6 units



Ocean Dreams Collection

DO I Y

Description: Candle Holder
Model: Starfish
SKU: DYCAHODSF
Material: Ceramic
Casepack: 6 units



Description: Salt & Pepper Shakers
Model: Jellyfish
SKU: DYSPODJF
Material: Ceramic
Casepack: 6 units



Description: Bottle Opener
Model: Starfish
SKU: DYBOPDSF
Material: Iron, Zinc Alloy
Casepack: 6 units





EAT MY SOCKS[®]

Accessories



Hair Claws Collection

EAT MY SOCKS
Accessories

Description: Hair Claw
Model: Banana
SKU: EMSACCHCBA
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units



Description: Hair Claw
Model: Tomato
SKU: EMSACCHCTO
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units



Description: Hair Claw
Model: Daisy
SKU: EMSACCHCDAG
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units



Description: Hair Claw
Model: Butter
SKU: EMSACCHCBU
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units



Description: Hair Claw
Model: Croissant
SKU: EMSACCHCCR
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units





Mid
Season

Hair Claws Collection

EAT MY SOCKS
Accessories

Description: Hair Claw
Model: Pigeon
SKU: EMSACCHCPI
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units



Description: Hair Claw
Model: Hot Dog
SKU: EMSACCHCHD
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units



Description: Hair Claw
Model: Chili
SKU: EMSACCHCCH
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units



Description: Hair Claw
Model: Heart
SKU: EMSACCHBWS
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units



Description: Hair Claw
Model: Olive
SKU: EMSACCHCOL
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units





Hair Claws Collection

EAT MY SOCKS
Accessories

Description: Hair Claw
Model: Sriracha
SKU: EMSACCHCSI
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units



Description: Hair Claw
Model: Cat
SKU: EMSACCHCCA
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units



Description: Hair Claw
Model: Pickle
SKU: EMSACCHCPC
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units



Description: Hair Claw
Model: Farfalle
SKU: EMSACCHCFAP
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units



Description: Hair Claw
Model: Rainbow
SKU: EMSACCHCRA
Material: Cellulose Acetate
Packaging: Paper Label
Casepack: 4 units





EAT MY
SOCKS[®]



Market Flash Collection

EAT MY SOCKS

Description: 1 pair of socks
Model: Jelly Bears
SKU: EMSNOCJEBE
Style: Crew
Casepack: 6 units



New

Description: 1 pair of socks
Model: Sweet Mallows
SKU: EMSNOCSWMA
Style: Crew
Casepack: 6 units



New

Description: 1 pair of socks
Model: Rosé Bubbles
SKU: EMSNOCROBU
Style: Crew
Casepack: 6 units



New

Description: 1 pair of socks
Model: Fizzy Bubbles
SKU: EMSNOCFIBU
Style: Crew
Casepack: 6 units



New



Market Flash Collection

EAT MY SOCKS

Description: 1 pair of socks
Model: Crunchy Nachos Orange
SKU: EMSNOCNAOR
Style: Crew
Casepack: 6 units



New

Description: 1 pair of socks
Model: Crunchy Nachos Black
SKU: EMSNOCNABK
Style: Crew
Casepack: 6 units



New

Description: 1 pair of socks
Model: Curvies
SKU: EMSNOCCURV
Style: Crew
Casepack: 6 units



New



EAT MY SOCKS KIDS



Trendy Collection

EAT MY SOCKS kids

Description: 1 pair of socks
Model: Cozy Love
SKU: EMSKIDLOV
Style: Crew
Suitable: 5-10 Years
Casepack: 6 units



New

Description: 1 pair of socks
Model: Berry Bites
SKU: EMSKIDBER
Style: Crew
Suitable: 5-10 Years
Casepack: 6 units



New

Description: 1 pair of socks
Model: Cutie Bow
SKU: EMSKIDBOW
Style: Crew
Suitable: 5-10 Years
Casepack: 6 units



New



Sweet Collection

EAT MY SOCKS kids

Description: 1 pair of socks
Model: Happy Birthday Kids
SKU: EMSKIDHBI
Style: Crew
Suitable: 5-10 Years
Casepack: 6 units



New

Description: 1 pair of socks
Model: Joe's Donut Pink Kids
SKU: EMSKIDDP
Style: Crew
Suitable: 5-10 Years
Casepack: 6 units



New

Description: 1 pair of socks
Model: Milk
SKU: EMSKIDMKB
Style: Crew
Suitable: 5-10 Years
Casepack: 6 units



New

Check out the full collections:



DOIY



EAT MY
SOCKS



EAT MY
SOCKS
kids



Another Me

Websites:

doiydesign.com
eatmysocks.shop
anotherme.shop
thewoweffectcompany.com

Contact:

info@thewoweffectcompany.com