

# SUPPORi Baby Carrier Featured In Akasugu Magazine, 2011 May Issue – Japan

Akasugu is an information magazine and mail-order catalogue for pregnant women and mothers, based in Japan. It not only covers necessary information for moms, but also fashionable items that are convenient, cute and new.



*(THE ARTICLE BELOW HAS BEEN TRANSLATED TO ENGLISH. WE HAVE MADE EVERY EFFORT TO MAINTAIN ACCURACY.)*

“ The SUPPORi baby carrier has become more popular since last year. Lucky Industries has introduced a new color, offering more choice to parents and caregivers.

Baby carriers are generally very useful when you take your baby out with you. However, they commonly receive a number of complaints, such as, “My carrier causes shoulder stiffness,” “Using the baby carrier gets uncomfortable in the heat,” or “It’s very difficult to use.” Lucky Industries, the pioneer of baby carriers, has solved all of these common complaints with their innovative SUPPORi baby carrier. It is made in Japan, and received the Good Design Award in 2010.

SUPPORi is sold in department stores and has gained much popularity in Asia thanks to word-of-mouth advertising. ”