



## **Amazon Launchpad's annual Innovation Awards recognizes UK small business Petit Pli as 2022 European Startup of the Year**

September 7, 2022

LUXEMBOURG: 8<sup>th</sup> September, 2022 - Amazon Launchpad, the one-stop shop for unique and unexpected finds from startups, has announced the annual Innovation Awards recognising UK-based small business, Petit Pli, creator of clothes that grow with your child, as the 2022 European Startup of the Year. The event will feature a curated collection packed with forward-thinking products designed by the UK-based winner and other European finalists available to shop at [amazon.co.uk/launchpad/innovationweek](https://amazon.co.uk/launchpad/innovationweek).

Petit Pli, which uses recycled water bottles to make their range of clothes that grow up to seven sizes - has been awarded a €100,000 grant, featured placement on Amazon Launchpad, and one year of free account management and support to sell on Amazon. The free-to-enter competition saw thousands of applications across Europe. A panel of expert judges then shortlisted 20 entrepreneurs with innovative products, and these runners-up have also been awarded a featured placement.



[Petit Pli UK](https://www.petitpli.co.uk)



[Petit Pli UK](#)

Clothes That Grow Pullover, MINIHUMAN 1-4 Years,  
**Currently priced at £65**



[Petit Pli UK](#)

Clothes That Grow Bottoms, MINIHUMAN 1-4 Years,  
**Currently priced at £49**

Ryan Mario Yasin, Founder of Petit Pli says, *"Winning Amazon Launchpad's 'European Startup of the Year' is a big moment for Petit Pli. We want to be an innovation catalyst for the next generation and play a pivotal role in accelerating the move to a more sustainable fashion industry. Leveraging innovation to show that more sustainable products need-not have tradeoffs, and having recognition like this from a retailer like Amazon is great. We're excited about the exposure and connection with other forward-thinking sellers on Amazon. We're particularly fond of Amazon's zero emission last mile deliveries which are growing. Petit Pli winning the 2022 Amazon Launchpad prize is a testament to Team Petit Pli's persistence to not let good ideas die."*

Winning products were initially judged by a panel consisting of three industry experts: Aditi Singh, Head of Consumer Startups, Amazon Web Services; Jamie Siminoff, CEO of Ring; and Andy Fishburn, Managing Director of Virgin Start-up. Submissions were judged on their aesthetic, design, and uniqueness as well as social, ecological, economical and sustainability factors.

Xavier Flamand, VP of Amazon Launchpad says, *"We're delighted to announce Petit Pli as our Startup of the Year – offering parents an alternative option which is better for the people and planet. We are proud to celebrate pioneers who come up with clever concoctions to make the world a better, brighter place. Blending simple, obvious things in unexpected ways to create something new and exciting is at the heart of Amazon Launchpad. We're a destination for innovative new products from small businesses. Amazon Launchpad has supported over 2,200 startups in Europe. These awards demonstrate both our commitment to supporting emerging brands and how we love to delight our customers with new and innovative products."*

**UK finalists include:**



### **Spruce**

Multipurpose Starter Kit  
**Currently priced at £15.00**

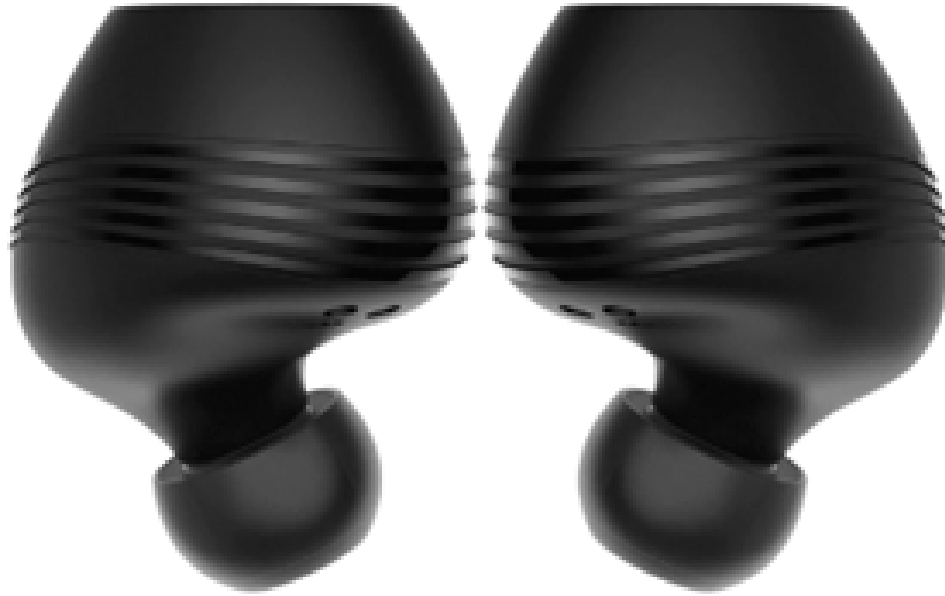
[Spruce](#) – Spruce provides refillable cleaning products as an alternative to single-use plastics. Customers can buy reusable Eternity bottles once, then get 100% plastic-free refills delivered and just add tap water. With every Spruce starter kit purchased, they remove ocean-bound plastics equal to twenty-five plastic bottles. Working with their partner Plastic Bank, Spruce remove ocean plastics from high-poverty coastal regions.



### **Fussy**

Refillable Deodorant  
**Currently priced at £15**

[Fussy](#) – Fussy is a deodorant brand with plastic-free refills and naturally effective ingredients. 100% vegan, Fussy is a science-backed formula for smelling fresh all day. Their probiotic deodorant neutralises odour-causing bacteria and is full of premium ingredients like lime, grapefruit, and sandalwood.



**Mymanu**

Translation Earbuds  
**Currently priced at £99**

[Mymanu](#) – Mymanu is an innovative technology brand on a mission to unleash limitless potential. They have combined their passion for innovation, music, communication, and technology to develop unique and truly wireless solutions, from earbuds to chargers.

# fab<sup>®</sup>

## LITTLE BAG

THE BEST ORIGINAL METHOD FOR  
TAMPONS AND PADS. [fab.com](#)

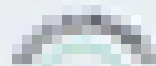
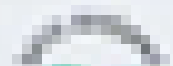


**I'M MADE FROM  
PLANTS**

*And some recycled material too!*

fab<sup>®</sup> tampons - also with care

fab<sup>®</sup> pads - also with care



**FabLittleBag**  
Sanitary Disposal Bags  
**Currently priced at £8.50**

[FabLittleBag](#) – FabLittleBag exists to help protect rivers, oceans and beaches from the pollution caused by flushed period products. With the UK alone flushing 2.5m tampons and 1.4m pads down the toilet each day, it is a big issue. FabLittleBags are made of plants and recycled plastics, supporting the circular economy of waste. Their glue to seal the bag closed is vegan, so FabLittleBag can provide you with no stress and no mess.

For further information, images or samples please contact Fiona Faint at Ideas Network on 020 7351 4719 or 07584 717 956 or email [Fiona.Faint@ideasnetwork.co.uk](mailto:Fiona.Faint@ideasnetwork.co.uk).

Stockist enquiries:

[www.amazon.co.uk/launchpad/innovationweek](http://www.amazon.co.uk/launchpad/innovationweek)

#### **About Petit Pli, UK**

Petit Pli set out to extend the life and use of garments. It all started with aeronautical engineer, Ryan Mario Yasin, buying clothes for his nephew, Viggo. Shortly after Viggo was born Ryan gifted him clothes, but by the time they arrived they were already too small. Inspired by his background in deployable satellite technology, Ryan created a garment that would grow with his nephew, preventing the need to keep buying new clothes, the creation of which requires resources like water and has the potential to result in carbon emissions. Soon after, in 2017 Petit Pli was born, which kicked off a childrenswear line that was created with sustainability in mind.

#### **About Amazon Launchpad**

Amazon Launchpad was introduced in 2015 and is now available across Europe in France, Germany, UK, Italy, Spain and The Netherlands as well as in the U.S., Canada, Mexico, India and Australia. There are now over 30 categories, such as furniture, electronics, fashion or beauty available at [amazon.co.uk/launchpad](http://amazon.co.uk/launchpad). During those years, Amazon Launchpad has worked with over 200 leading venture capital firms, startup accelerators and crowd-funding platforms to help startups launch products.

#### **About Amazon**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [amazon.co.uk/about](http://amazon.co.uk/about) and follow @AmazonNewsUK.