



Enjoy the Dolce Vita.

The new Laika merchandising collection, now available on Shopify

San Casciano in Val di Pesa, February 2025

- *A style that expresses the true essence of Laika: elegance, practicality and comfort*
- *Discover the new Laika collection, inspired by a passion for travelling*
- *The items will be available on Shopify starting from today*

Laika is preparing to surprise with a new collection of exclusive merchandise, designed for the brand's fans and everyone who wants to take a touch of elegance with them on their trips.

The collection captures the true essence of Laika's brand values: premium quality, elegant style and a contemporary aesthetic intertwined with a love for travelling and echoes the colour palette of Tuscan landscapes. Each article is created to reflect taste and personality with a standout, refined and authentic style.

The new Laika merchandising range features a selection of items designed for every need, such as an elegant set of cups, a lively collar for four-legged friends, a soft blanket, a handy picnic basket, and much more.

Every detail of the collection is designed to portray the elegance and passion that drives the Tuscan brand. It is a unique opportunity to immerse yourself in the Laika style and discover exclusive articles that blend functionality, design and the spirit of adventure.

The Laika merchandising collection is now available online on Shopify at <https://shop.laika.it/>, offering everyone the chance to discover and explore the essence of the Tuscan brand.

You can download the images here: <https://www.laika.it/wp-content/uploads/2025/01/Merchandising-Laika-Pictures.zip>



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LAIKA, WITH YOU ON YOUR TRAVELS SINCE 1964

61 years have passed since, in 1964, Giovanbattista Moscardini founded LAIKA, calling it after the first dog launched into space. Fascinated by the space adventures and the new horizons that were opening up, Moscardini laid the foundations for what is now an avant-garde company, which stands out for its production of design and excellent construction technique. Laika Caravans belongs to the Erwin Hymer Group and manufactures vehicles designed with excellent construction techniques, made to last and suitable for any climatic situation. Customer satisfaction is Laika's main goal. Thanks to its team with extensive competence and experience, it creates vehicles with attention paid to the smallest details. www.laika.it/en/

ERWIN HYMER GROUP

The Erwin Hymer Group is a 100 percent subsidiary of THOR Industries, the world's leading manufacturers of recreational vehicles with just over 22,000 employees worldwide. The Erwin Hymer Group unites motorhome and caravan manufacturers as well as motorhome and caravan accessory specialists, hire and financing services under one roof. The motorhome and caravan brands Buccaneer, Bürstner, Carado, Crosscamp, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Laika, LMC, Niesmann+Bischoff, Sunlight and Xplore, the rental companies Crossrent, McRent and rent easy, the chassis specialist Goldschmitt, the accessories specialist Movera and the touring portal freeontour all belong to the Erwin Hymer Group. Further information is provided at www.erwinhymergroup.com

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