

GLOVABLES



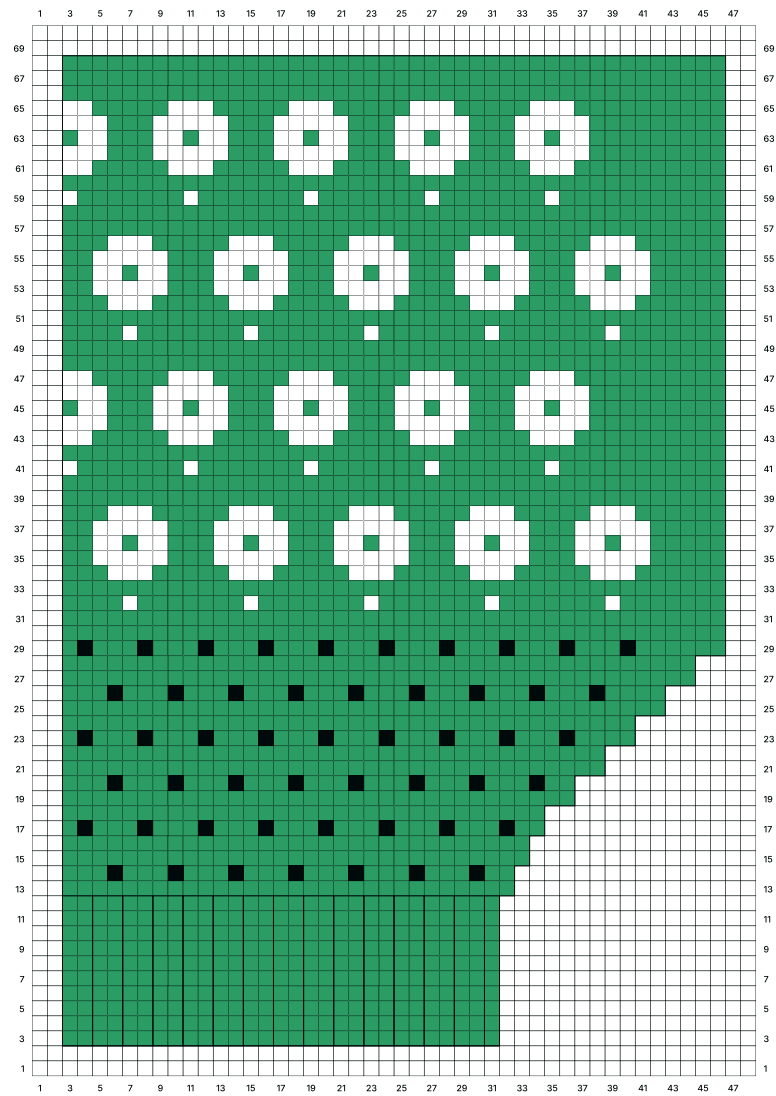
The Campaign

As temperatures drop, scooter and e-bike lovers retreat to their cars for warmth. But the cold is no match for local grannies, who teamed up with Bolt to create Glovables — handmade hand protection gear infused with wisdom and care. After they created Glovables, the grannies became the faces of our campaign: on social media, across billboards, in the app, and even on national TV.

We sold Glovables through Bolt Market. We made a Glovables knitting chart available for anyone who wanted to knit their own. We gave Glovables away to a couple delivery couriers, to make their winter deliveries easier. And we donated all of the proceeds to the grannies' handicraft shop: Omaabi MTÜ.



GLOVABLES



BLACK WHITE BOLT GREEN



Johann Köleri tn 8

Handle the cold
with Glovables

Order now and
support grannies



Restaurants



Stores