



For Immediate Release

SUBJECT: Human music wins over robots: the "Relax In No Time" universe revolutionizes baby sleep in the era of Artificial Intelligence.

MONTECATINI TERME, JUNE 24, 2026 – In an era where the digital market is flooded with children's musical content mass-generated by cold algorithms and artificial intelligence, an Italian project is conquering families worldwide by putting artistic craftsmanship and *Made in Italy* excellence back at the center.

We are talking about the **Relax In No Time** ecosystem, led by musician and producer Simone Del Freo of G&W Label – second-generation artist following in the footsteps of his father, the artist Marco Del Freo. The beating heart of the project is located in an old farmhouse nestled in the Tuscan countryside, transformed into a creative workshop where music is still crafted like a work of art. In recent days, the project has shattered an extraordinary milestone, reaching **142,000 views every 48 hours** on YouTube, recording exponential growth of new families every single day.

The brand's philosophy is radical and extremely precise: zero automation. Every melody, every lullaby is entirely composed, arranged, and performed "by hand" in the studio, blending the expertise of the great record industry tradition with modern acoustic relaxation techniques for early childhood. The catalog features beautiful evergreen melodies from the world's historical repertoire alongside many original tracks.

A Cross-Media Empire: From the Web to the Crib

The success on YouTube and the brand's presence across major streaming platforms is just the first building block of a true "wellness fortress" for little ones. Coinciding with this boom in viewership – with YouTube counting a combined **278,000 subscribers and over 77 million views** from every corner of the planet – the brand is launching its new strategic global portal, **www.lullabyforkids.com**, an integrated platform that transforms digital listening into a tangible experience.

The *Relax In No Time* universe expands beyond screens to enter children's bedrooms through three strategic pillars:

- **Illustrated Publishing:** Coloring books and bedtime stories (soon to be published) following the adventures of the brand's official mascots (Anna, Elena, Zummy, etc.), designed to stimulate creativity before sleep.
- **Emotional Merchandising:** An exclusive line of gadgets featuring the channel's characters, designed to become physical sleep companions for infants. These products will be linked to the brand's melodies through special interactive media via a future dedicated App and QR Codes embedded within the coloring books, which are entirely handmade without any help from artificial intelligence.

- **A Light Always On:** A 24/7 Live broadcast that guarantees families a constant, safe stream free from aggressive commercial interruptions, serving as a true nighttime assistant for parents.

"Children do not need repetitive algorithms; they need warmth, stories, and real vibrations," explains the team behind the project. "We protected the soul of the music, and parents around the world are rewarding us for it. The website and the new product line are the answer to a clear demand: bringing quality and safety back to the center of the bedtime routine."

With over 37 million cumulative views on its historical videos alone, *Relax In No Time* stands out as one of the most compelling case studies of an independent transition from the traditional music industry to global digital branding.

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Note to editors: High-resolution photographic material of the recording studio in Tuscany, physical mockups of the handmade coloring books, and official brand logos are available upon request or can be downloaded directly from the press area of our website.