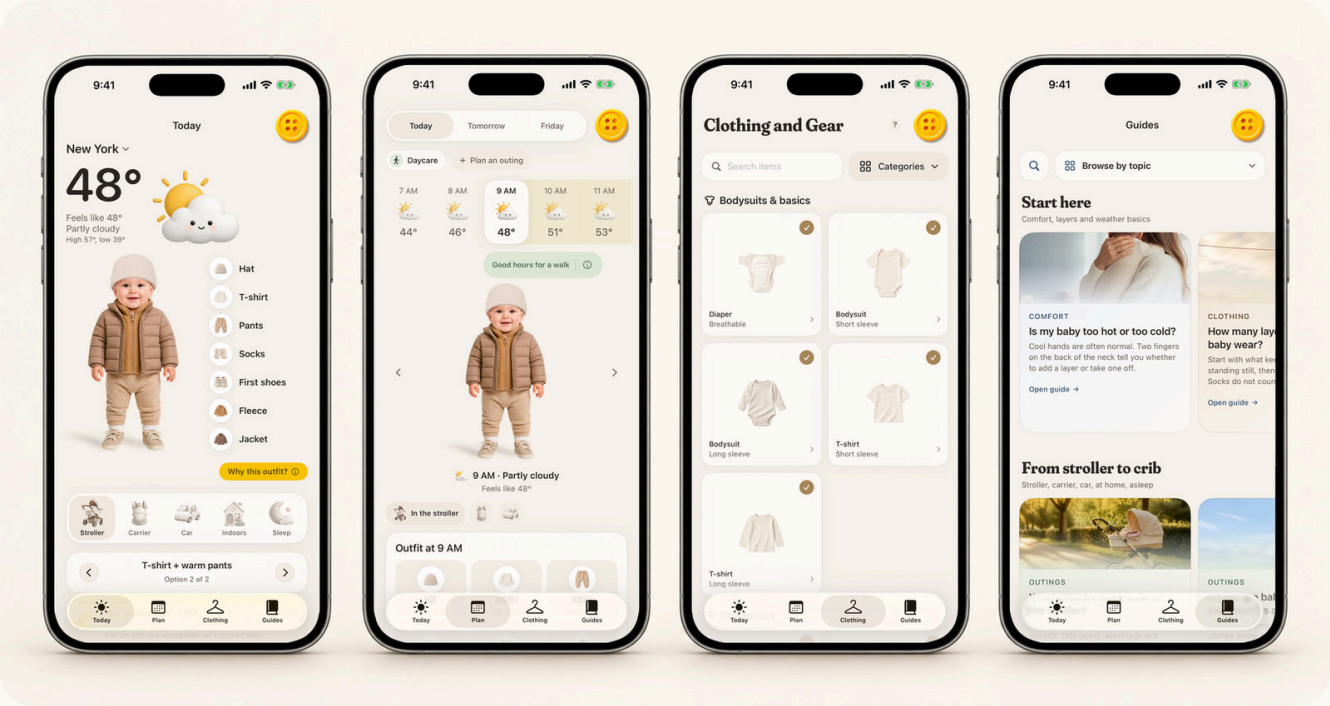
Babies can’t say when they are too cold or too warm.

The Button app shows parents how to dress their baby right for the weather, so the baby doesn’t get cold or overheat. It helps in the stroller, in the carrier, in the car, at home and at night, for babies and toddlers up to three years. Ilya Malyanov built Button in Berlin for his daughter Michelle.



WHAT BUTTON DOES

The baby, already dressed

The app shows the outfit on a baby that looks like the family’s own, piece by piece, with a short explanation of why.

More than the temperature

Button looks at the feels-like temperature, wind, sun, rain, UV and changes through the day, and at the baby’s age, crawling or walking, and whether the baby runs warm or cool.

Five situations

Stroller, carrier, car, indoors and sleep each get their own outfit. In a carrier, the parent’s body adds warmth. In a stroller, the baby catches the wind. A car warms up quickly.

Nights get their own outfit

From the room temperature and where the baby sleeps, Button shows the clothes for the night and the right sleep bag TOG, so the baby doesn’t sleep too warm.

Plan the whole day

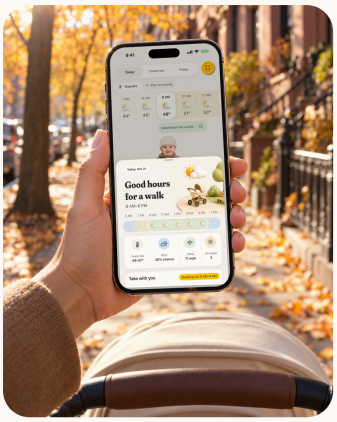
What to wear now, what comes off later and what to pack. Parents can send the plan as a picture to anyone who looks after the baby.

Newborn to toddler

Newborns can’t hold their temperature well yet and need more warmth. Toddlers get warm running around. The advice grows with the baby up to 36 months.

Button

FACT SHEET · AS OF OCTOBER 2026







AT A GLANCE

NAME
Button - Baby Weather & Outfit (on the App Store)

FOR
Babies and toddlers from 0 to 36 months

MADE BY
Ilya Malyanov, designer and developer, Berlin

ON THE APP STORE SINCE
29 September 2026

DEVICES
iPhone and iPad, iOS 17 or later

LANGUAGES
English, German, Russian, Spanish, French and Italian

PRICE
Free to download, with seven days of full access. Then a monthly or yearly subscription, or a one-time purchase.

WEATHER DATA
Apple Weather

PRIVACY
No account. No profile on our servers.

WEBSITE
weatherbutton.com, free for everyone: today's stroller outfit for your city, the best hours for a walk, guides and a clothing A–Z

APP STORE
apps.apple.com/app/id6802449282



THE FOUNDER

Ilya Malyanov has worked as a designer and developer for more than 20 years and lives with his family in Berlin. He built Button after he and his wife asked themselves every morning what their newborn daughter Michelle should wear.

"All I really wanted was an answer I could glance at and immediately understand: This is what Michelle needs right now."

PRESS CONTACT

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Press images, logos and texts: Free to use in editorial coverage of Button. Please link to weatherbutton.com.