

PRESS RELEASE

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# Sophie la girafe®

THE INDISPENSABLE LICENSE  
OF NEW BABY !

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## WHAT'S IS TO COME IN 2016 FOR SOPHIE LA GIRAFE LICENSE?

Baby clothing will finally reach the UK and USA for Spring/Summer 2016 with two well known and loved brands!

Sophie la girafe team is very happy to introduce those new partnerships, expanding at the same time the reach of Sophie la girafe baby clothing in the world.

«Our Japanese baby clothing partner never stopped to perform since it's first collection in Spring/summer 2014, the sales have been almost doubling each time from one sales report to the next! Our french partner also took a very nice start with it's Spring/Summer 2015 collection, which explains why we are so thrilled about this new launches in the UK and the USA.» says Maude-Sophie Guerret, licensing coordinator « We are very proud that both brands choosed et trusted Sophie la girafe for their first ever licensing experience ».



### JOJO MAMAN BÉBÉ IN THE UK

Starting with Spring/Summer 2016, parents and gift-givers will have an exciting new way to welcome new arrivals thanks to the launch of Sophie la girafe by Jojo Maman Bébé layette.

The partnership will offer a delightful baby trousseau featuring the iconic baby gift character, including pajamas, bodysuits, footies, baby sleeping bag and accessories. To complete the collection and make it an even better gift, Jojo Maman bébé designed a gift box perfectly fitted to the collection.

Sophie la girafe by Jojo Maman Bébé will be distributed to all Jojo Maman bébé shops as well as the retailer catalogue and online website.

#### About Jojo Maman Bébé

Established in 1993, Jojo Maman Bébé is a leading retailer of maternity clothes, baby clothes and nursery products in the UK.

The company has grown organically and now has over 65 stores as well as trade sales to 50 countries. Despite this phenomenal growth, Jojo continues to operate with small company values and places a huge emphasis on great quality, fantastic customer service, environmental sustainability and loyalty to all involved.

## KISSY-KISSY BY TATIANA AND COMPANY IN THE USA

DELISO signed licensing deal with Kissy Kissy to produce a Peruvian Pima cotton clothing collection featuring the iconic baby gift character. The delightful pairing is the result of a 2-year licensing deal between parent companies Deliso S.A.S. and Tatiana & Company. The collection, which will hit stores in June, will include more than 100 pieces, including footies, bodysuits, converter gowns, pajamas and accessories. And each garment will feature the signature softness and durability that Kissy Kissy's Peruvian Pima cotton provides.

"We're thrilled to partner with Deliso! Sophie la girafe is a baby registry staple—one that moms love to get and give. And Kissy Kissy fans have a similar devotion to our brand, so together Kissy Kissy and Sophie la girafe will make an irresistible baby gift," says Kissy Kissy founder and owner Roxana Castillo.

"When we were looking into licensing layette in the USA, we noticed that Kissy Kissy was also sold in most shops where you'll find Sophie la girafe. We were drawn to Kissy Kissy because our companies have very similar values, parents often seek out Kissy Kissy's award-winning styles as they do with our products, and the brand has a strong celebrity following," says Maude Sophie Guerret, licensing coordinator of Deliso S.A.S.

Sophie la girafe by Kissy Kissy will be distributed to better stores, specifically focusing on retailers that currently carry Kissy Kissy and welcoming many Sophie la girafe shops as well. The groupings will include two prints as well as Kissy Premier pieces featuring hand embroidery, covering girls, boys and unisex.

### About Tatiana and Company

Tatiana and Company launched Kissy Kissy in 1997 to meet a need in the market for a traditional Peruvian Pima cotton layette line, offering a full range of coordinating apparel and accessories. The company was among the first in the United States to do so, and the brand is still No. 1 in the hearts and minds of moms around the world. Today, Kissy Kissy is carried in the finest department stores and specialty boutiques around the world and has a strong celebrity fan base that includes Drew Barrymore, Katie Holmes, Molly Sims, Celine Dion, Salma Hayek, Brooke Shields, Alyson Hannigan and Alec Baldwin. From wardrobe essentials to dressy options, the brand delivers timeless pieces.



## EARLIER NEWS FOR SOPHIE LA GIRAFE LICENSE

Sophie la girafe products entered two new categories this fall: Baby shoes and baby tableware!



### BOOTEES

Baby walks ! And since this fall/winter season, Sophie la girafe is by his side in this new big stage of life with her Bootees, Made in France!

Chauss-Europ



### TABLEWARE

For babies and parents great pleasure, a baby bamboo dish set is now available in Japan since the 1st September.

FunFam

## OTHER SOPHIE LA GIRAFE 2015 LICENSES PERFORMING IN STORES

WALL DECOR



BABY MATTRESSES



BABY BEDDING



REUSABLE FOOD POUCHES



ANTI UV SWIM SUITS



BABY CLOTHING



PUBLISHING



MUSICAL BOXES



## SOPHIE LA GIRAFE LICENSE

Launched in 2012, Sophie la girafe license has since proven itself in many categories and continues to grow in importance.

With over 30 licensees, Sophie la girafe license is now available in the following categories:

- Publishing
- Layette
- Baby and child furniture
- Baby household linen
  - Baby skincare
- Toddler and baby toys
  - Nursery products
  - Mobile Apps
- Fèves (the little figurine the French put in the cake at epiphany)
  - Baby and toddler bedroom decorations
  - Reusable food pouches
    - Bootees
    - Mattresses
    - Tableware

### A recognized quality:

In 2013, «Sophie's Busy day» book received the «Family Choice Award» in the USA which recognises the excellence of products for children and families.

Four new awards have been won by Sophie la girafe licensed products in 2014, and already two new awards in 2015.



### Keys of its success :

A double target which allows her to aim at babies from 0 to 3 years old, as well as their nostalgic mums.

Strong values : Timeless, classical, natural, protective and tender.

A sweet graphic world, chic and classical at the same time.



## ABOUT SOPHIE LA GIRAFE

Sophie la girafe, a one of a kind international icon!

Existing for over 54 years and with more than 50 million products sold since her creation, Sophie la girafe is the first Baby toy and a must have at birth.

Sophie is still "traditionally" produced to this day. A process that involves more than 14 manual operations. She is made from 100% natural rubber derived from the latex of the Hevea tree.

In France she is part of the establishment and is now sold in more than 75 countries with an outstanding celebrity and fondness worldwide.

## ABOUT DELISO SAS

DeLiSo short for Development Licensing Sophie la girafe, is the company in charge of the worldwide licensing rights of the most famous baby toy in the world: Sophie la girafe.

DeLiSo was formed in 2011 following consumers demands for a wider range of Sophie la girafe products.

To stay close to Sophie's history, the DeLiSo office is located directly in Vulli's factory, in France, where Sophie la girafe has been made since the 1960's.