

PRESS RELEASE

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# Sophie la girafe®

THE INDISPENSABLE LICENSE  
OF NEW BABY !

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# WHAT'S NEW IN SOPHIE LA GIRAFE RANGE?

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



## BOOTEES

Baby walks ! And starting this fall/winter season, Sophie la girafe will be 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 will be available in Japan from the 1st September.

FunFam

## COMING SOON (BLE ANNOUNCEMENT)

Sophie la girafe license will reveal a host of new product lines for the year to come! Including a baby clothing range in both the UK and US for Spring/summer 2016, and a surprise for chocolate lovers.



# OTHER SOPHIE LA GIRAFE 2015 LICENSES ALREADY 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 70 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.