

Press Release

October 2017



# Sophie la girafe®

The indispensable license  
of baby's early years !

# The big news!

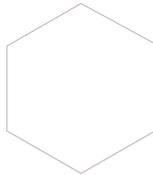
Sophie la girafe gets her own webseries! She will invite the little ones to learn by playing.

For the pleasure of babies and parents, she will come to life for the first time in a webseries on the 11th October in France on TFOU MAX. The webseries was created to answer a growing demand from parents looking for qualitative content adapted to their little ones.

With Sophie la girafe, parents will be able to accompany their children while learning and playing. The interaction between parents and babies is a central part of the learning process. Based on the Montessori educational approach that takes into account children's needs at every stage of their growth, the webseries has adapted rhythm and content, but also matches the learning capabilities of small children. The aim of these episodes is to awake their senses, to develop their languages and learn some new vocabulary while singing. In this webseries, everything is an excuse to learn and grow in self confidence!

Consisting of 15 episodes the first part of season 1 offers 10 learning episodes and 5 Nursery rhymes. Each episode lasts for 3 minutes, a time adapted to a toddler's attention span. First available only in French in France, the webseries will then arrive in English in the beginning of 2018.

See you the 11th of October on TFOU MAX to watch Part 1 of season 1!



## And many others novelties!

Sophie la girafe has also reinforced her presence in the US market with some new partners:

- Mary Meyer who created a new line of soft toys. The range includes medium and large soft toys as well as activity toys and baby mat.
- Waddles and Friends for a perfect new baby socks line. The range includes baby rattle socks and baby funny socks. Each pair of the comfy rattles socks, has a rattle attachment on the front that is designed to stimulate baby's hearing.
- Bebe au Lait for a pretty collection of textile nursery products developed including : nursing cover, car seat cover and nursing pillow to discover the joys of parenthood with sophisticated and fancy products.



Sophie la girafe license has partnered with Milestone to develop baby photo cards to capture and remember special moments.

Finally, Sophie la girafe is really proud to launch its first knitting kit for all knitting lovers! With these lovely knitting kits you will be able to realise Sophie's hat, mini mitts and booties set, a sleepy blanket, a lily bow and a raglan bebe sweater! No experience needed, it's beginner friendly! Let's DIY!

# Sophie la girafe License

DeLiSo is the contraction of Development Licensing Sophie la girafe. The company is in charge of the world-wide licensing right of Sophie la girafe. DeLiSo was founded in 2011, following consumers demands for Sophie la girafe products.

Close to Sophie's history, DeLiSo office is located directly in Vulli's factory, in France, where Sophie is still made.

DeLiSo continues today to grow in importance each year.

## Sophie la girafe license is available in:

Ludo-educative Webserie  
Knitting  
Publishing  
Baby skincare  
Nursery products  
Baby furnitures

Sunglasses  
Toys and games  
Baby Photo Cards  
Baby Socks  
Home linen  
Wooden toys

Reusable pouches  
Layette  
Bamboo dish-set  
Birthday Set  
Soft Toys  
Chocolate



## What we search for 2018?

Sophie la girafe license actively searches partners around the world for baby bed-linen, jewelry, accessories, luggage, stationery for parents ...etc.

While staying open to new ideas and opportunities.

## A recognized value :

Over 20 awards have already rewarded the quality of Sophie la girafe licensed products.



## 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 56 years and with more than 55 million products sold since her creation, Sophie la girafe is the first Baby's toy and the 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 80 countries with an outstanding celebrity and fondness worldwide.