



SOPHIE
LA GIRAFE®

~ Paris 1961 ~



Sophie la girafe®

The indispensable license
of baby's early years !

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Sophie la girafe Webserie in the USA



Launched in october 2017 in France, the webserie Sophie la girafe meets a huge sucess!The webseries has already been watched over 5 million times since the beggining. It is available in new countries since early 2018:

USA (on Hulu platform), Uk, South Africa, Egypt, Northen Ireland, Guinea, Tunisia (on Sophie la girafe YouTube channel), Russia (Teremok youtube channel) and India (on Lattu Kids youtube chanel) and much more!

The second part is coming for the end of the year.

A lot of novelties for 2018

Sophie la girafe license is happy to introduce you its novelties !

A NEW line of DIY knitting kit of Sophie la girafe made by Stitch and Story company will be available in USA very soon. These kits are adorable and are dedicated for all knitting lovers!

The layette will be launch in spring-summer 2018 in 10 new countries thanks to our great danish partners Småfolk. A baby bedlinen completes this range.

For 2018, Sophie la girafe license reinforces its presence in France where she is now very well established:

- Thanks to the great suces of its first edition «My Baby Album» , Marabout has launched a second edition of this book available since the beginning of the year. Marabout has also launched a cross stitch kit to create a Sophie la girafe embroidery.

- Baby shoes is now a new category for Sophie la girafe license. The license has partenered with a french company named Baby Love which manufactures ballerina and baby sneakers. The range of Sophie la girafe shoes is available for spring-summer 2018 in France and Belgium.

Trousselier has launched a new collection for Sophie la girafe with pretty nightlights, musical box and magic lantern.

Thrilling new projets are coming for the end of the year/beggining of 2019.



La licence Sophie la girafe

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.

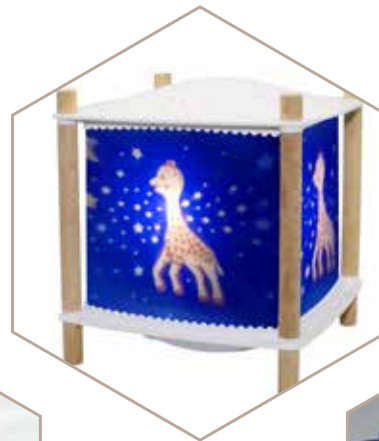
DeLiSo continues today to grow in importance each year.

Sophie la girafe license is available in:

Publishing
Baby skincare
Nursery products
Baby furnitures
Epiphany figurines
Wood toys
DIY cross stitch kit

Sunglasses
Toys and games
Baby Photo Cards
Baby funny Socks
Home linen
Ludo-educative Webserie
Baby Shoes

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 57 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 85 countries with an outstanding celebrity and fondness worldwide.