Loulou Lollipop



Our Company



We've been developing products for a decade

Loulou Lollipop was founded 10 years ago in Vancouver, Canada, by picky moms, and twin sisters, who were looking for better products than what they could find on the market.

Co-Founders
Angel & Eleanor

Our Milestones & Awards

A multi-touch approach focused on communicating product unique selling features and amplify the creative aspects of our brand and products.

2015

Launched on Etsy with our custom-designed "Pink Donut Teether"



2016

Entered our first bricks and mortar store, exhibited at our first trade show, hired our first employee.





2018

Introduced soft and breathable muslin sleep products to the collection.



2020

Sales begin to skyrocket! Introduced Tencel-Lyocell apparel and hero product Silicone Bib.

2021

TheBump "Best of Baby" Award.

B/Well Eco-Excellence Award.

2022

Launched Disney Licensed Products(*)
(*Taiwan)

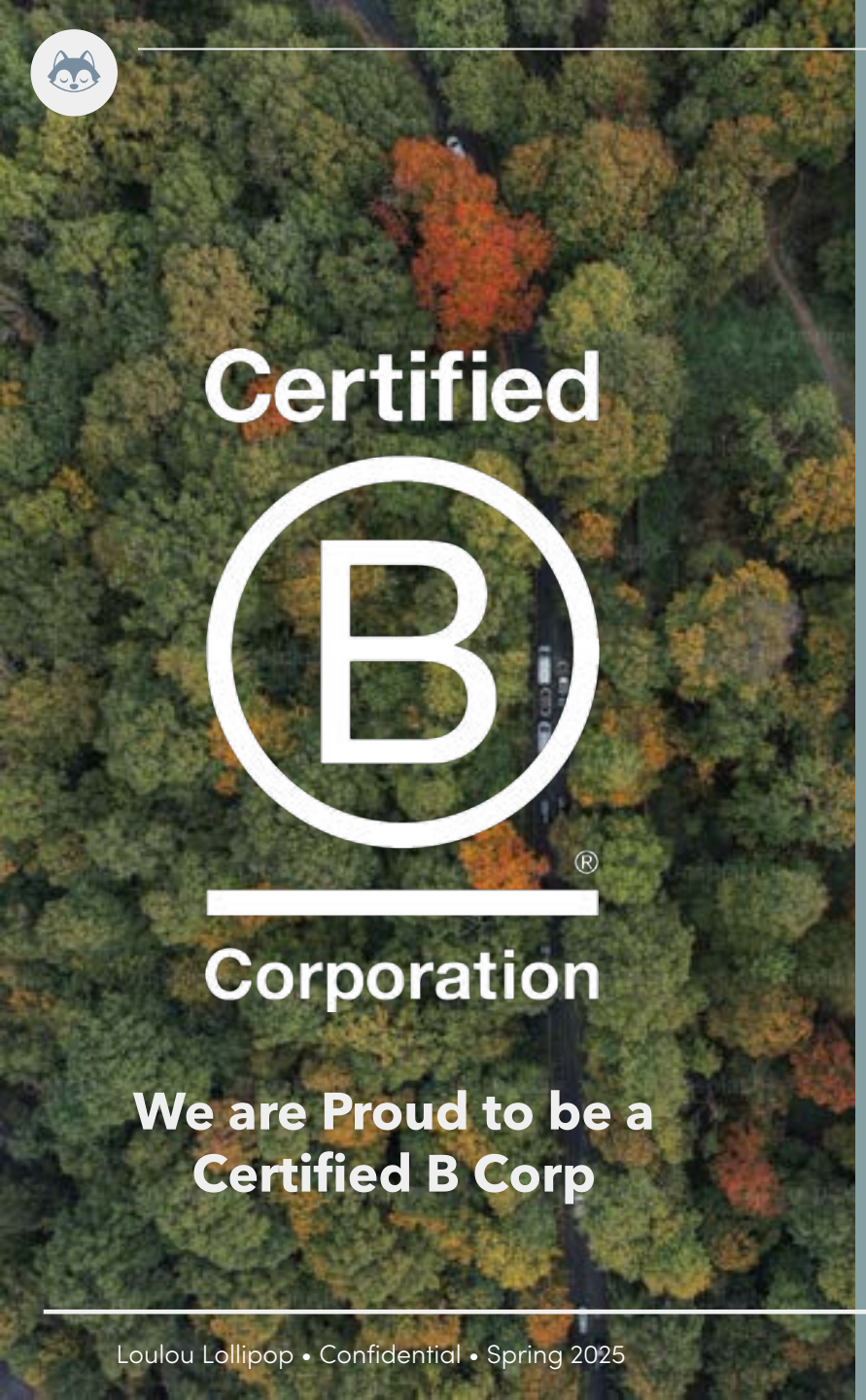
2023

Certified as a B Corp. First product license:World of Eric Carle.

2024

New executive team brought on to drive global brand awareness and growth.





Loulou Lollipop has been certified to meet the highest social and environmental impact standards.

Loulou Lollipop is proud to have joined over 2,700 premium and luxury brands leading the charge for an inclusive and sustainable economy.

Unlike other certifications, B Corp uniquely measures a company's entire social and environmental impact, aligning perfectly with our brand values since our certification in 2023.

A Selection of B Corp Certified Peers

patagonia · TOMS · GANNI · EILEEN FISHER · Chloé · WARBY PARKER · Aēsop.

Our Mission

To thoughtfully and responsibly design beautiful, safe, and lasting products that inspire growth and development in children while offering parents a well-deserved peace of mind.

Our Vision

To be one the most desired and sought-after children's lifestyle brands, bringing joy, comfort, and wonder to families around the world.

How We Give Back

We believe in giving back to the communities where we do business

1%

Our our online sales are donated to youth and sustainability-focused charities.

Save the Children • Mammas for Mammas • MakeWay Foundation • Food Banks Canada
Baby2Baby • Feeding America • Heart of Dinner • One Tree Planted
Waterkeeper Alliance • Plan International • Asian Mental Health Collective

+

Donated over $200k in-kind merchandise and provided hours to employees to support local shoreline clean-up events.

We're Here For Every Moment Of The Parenting Adventure

Our Product Categories

Wear
From Newborn to 6yrs

Pants
Dresses
Onsies
Sleepwear



Sleep
From Newborn to 6yrs

Bedding
Blankets
Sleepbags
Swaddles



Bathe
From Newborn to 6yrs

Towels
Washcloths
Wet Dry Bags



Eat
From 4 months to 6 yrs

Bibs
Placements
Utensils
Tableware



Play
From 4 months to 6yrs

Developmental Toys
Pacifier Clips
Teethers
Wet Bags



Grow and Develop With Us

Wear



Sleepers, Rompers, Bodysuits, Pants



PJ sets, Dresses

Sleep



Swaddles, Stretch Knit Blankets, Crib sheets



Sleep Bags



Sleep Suits



Quilts

Bathe



Hooded Towels, Washcloths



Bath Toys

Eat



Learning Set, Spoons, Silicone Bibs, Long Sleeve Bibs



Toddler Set, Cup, Snack Cup, Bowl, Snack Plate, Divided Plate

Play



Pacifier Clips, Teethers

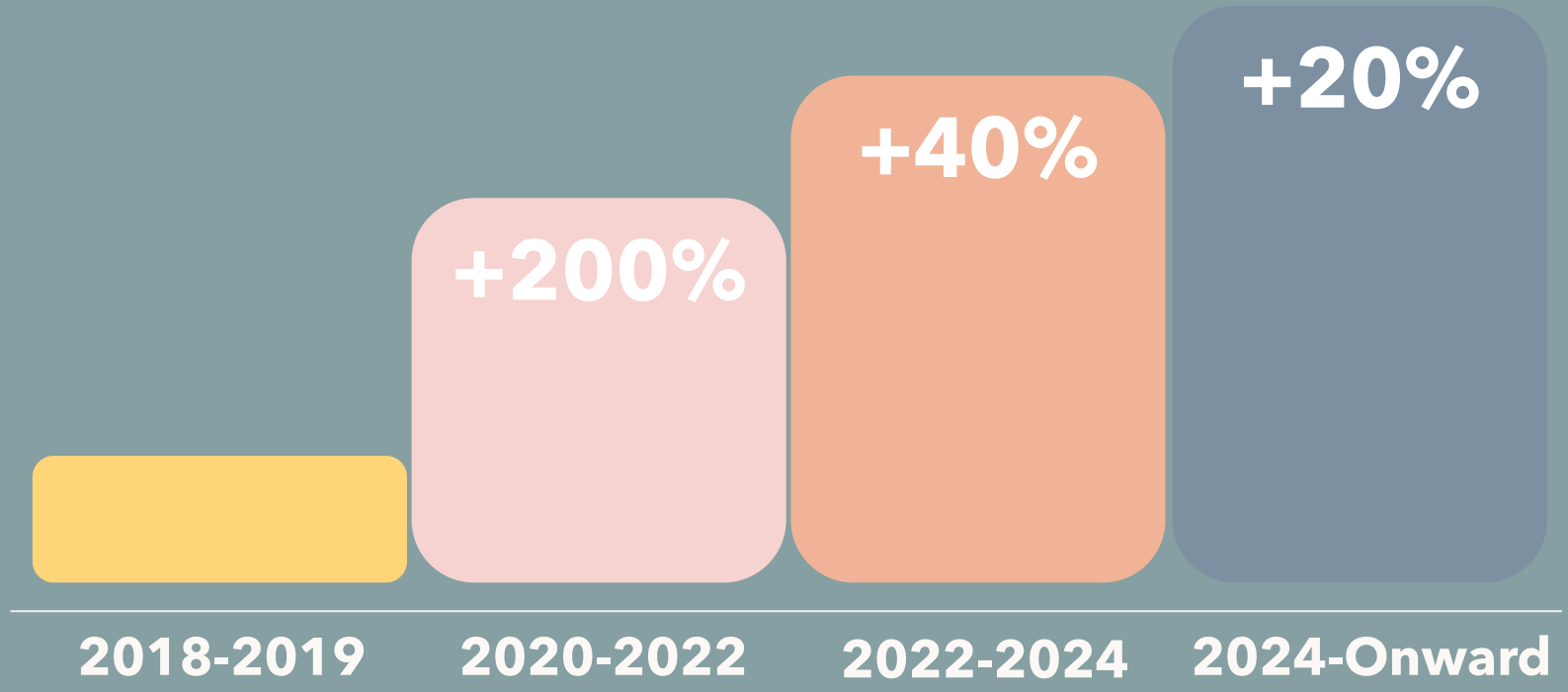


Stacking Cups, Flashcards, Toys

0m 4m 6m 12m 18m 24m 36m 4yrs 6yrs

Our Financial Growth

In 2021, Loulou Lollipop was recognized as one of the fastest-growing privately held juvenile product companies in North America*



* EY Entrepreneurial Winning Women™ North America Class of 2021

We're Global

Our Customers Are Found On Almost Every Continent Around The World.

No Penguins With Loulou Lollipop In Antarctica... Yet!



- **Canada**
  Our HQ & Homebase
- **USA**
  Our Primary Market
- **China**
  Licensee Partnership
- **Southeast Asia**
  Distributor One
- **Australia & New Zealand**
  Distributor Two
- **EMEA**
  Phase One Expansion
- **Japan & Korea**
  Phase Two Expansion
- **Mexico & Latin America**
  Phase Three Expansion



Where to Find

Consumers have access to Loulou Lollipop through several channels to make shopping easy.

Our Website	Free Shipping with Minimum Purchase The Widest Selection
600+ Independent Boutiques	Curated Selection At Carefully Selected Retail Locations
Online Marketplaces	babylist, amazon, TikTok Shop A Selection of Our Best-Selling Items
Large Retail Partners Across Canada & United States	CLÉMENT, bloomingdale's, TARGET, NORDSTROM, Indigo, westcoast kids Offering Varies Depending on Retailer

Retail Fixture Program

A highly branded fixture that allows retailers to consolidate multiple categories and SKUs in a single place as a destination for the brand at third party retail.







Branded Hangers

Amplify the brand experience while also communicating the competitive advantages of the company.



Hero Product Strategy

Our Top-Selling Silhouettes with a Tiered Product Offering

Best

Pinnacle Product
Offered to Premium Partners



Long Sleeve Waterproof Bib
15 Options
$21.95 USD



Sleep Bags
35+ Options
$41.95 - $61.95 USD



Sleepers
20+ Options
$38.95-$40.95 USD

Better

Best Value
Widest Distribution



Silicone Snack Plate
8 Options
$19.95 USD



Crib Sheet
23+ Options
$29.95 USD



Swaddles
50+ Options
$24.95 USD

Good

Entry Point
Mass Retailers • Widest Distribution



Silicone Bib
30+ Options
$11.95 - $13.95 USD



Pacifier Clip
40+ Options
$9.95 USD



Teethers
60+ Options
$8 - $24.95 USD

Our Dedication to Excellence

We search the world to find suppliers who are just as dedicated to doing business the right way, delivering materials that we would be proud to provide our families, and that's what sets us apart.





Why Our Silicone Is Better

Our silicone is derived from natural silicone found in sand. The manufacturing process we use meets the highest environmental standards. It is free of harmful chemicals. Our inks are not applied on the silicone but are injected into the silicone as part of the manufacturing process. The inks are 100% water-based and food-safe. All our silicone products meet FDA Food Grade Standard for silicone, while our feeding products also meet the more stringent European standard, LFGB.



Why We Use Tencel Lyocell

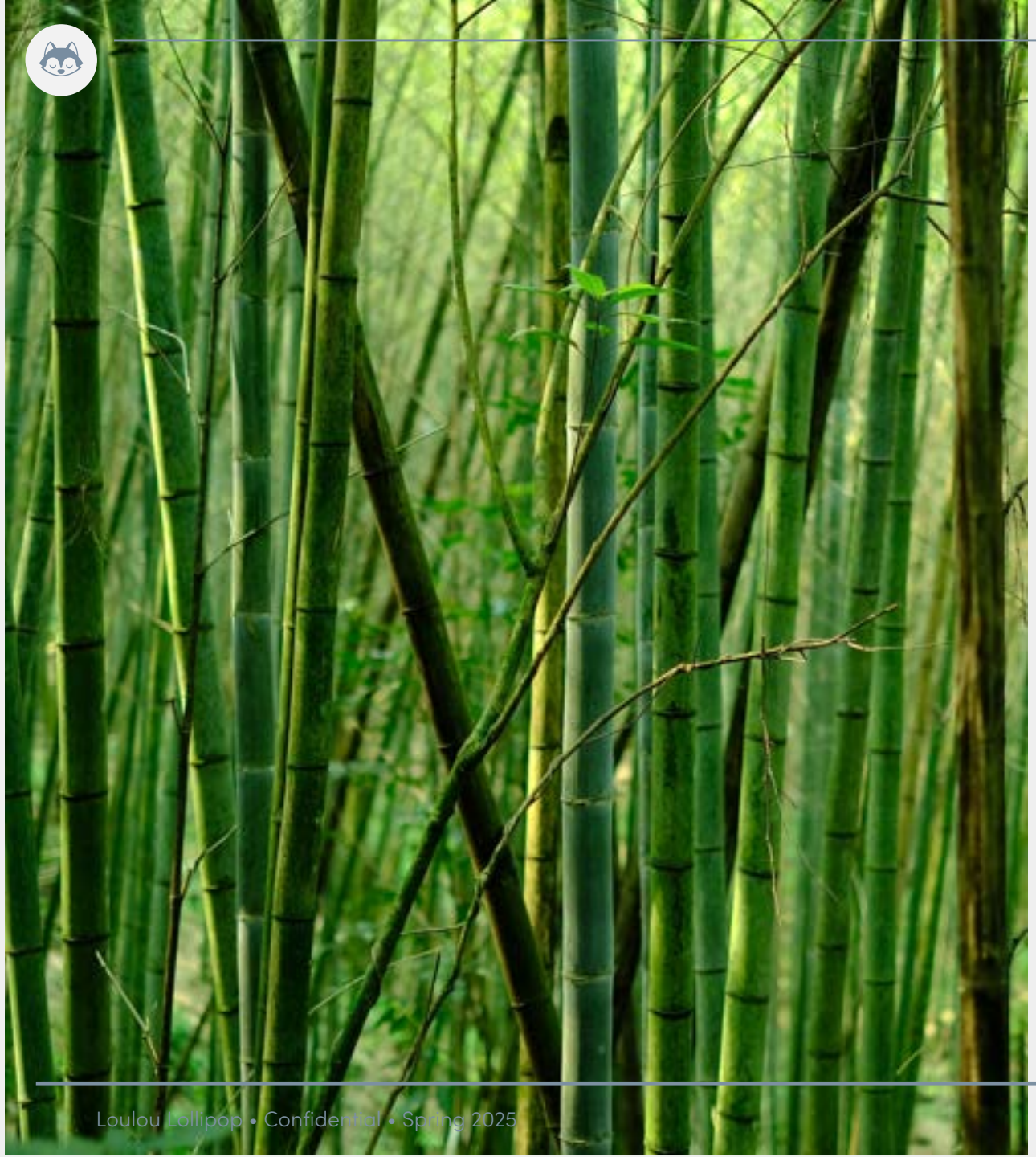
Tencel Lyocell is a biodegradable fiber derived from sustainably sourced wood pulp of the eucalyptus tree.

Ultra-soft, hypoallergenic, antibacterial, and wrinkle resistant, this earth-friendly fabric – with a carbon neutral production process – captures and reuses 99.5% of water and solvents for minimal environmental impact. It has excellent thermal regulating properties for dryness and comfort in any weather.

The National Eczema Society reports that it is one of the best fabrics for children with eczema or sensitive skin.

Tencel™

Feels so right

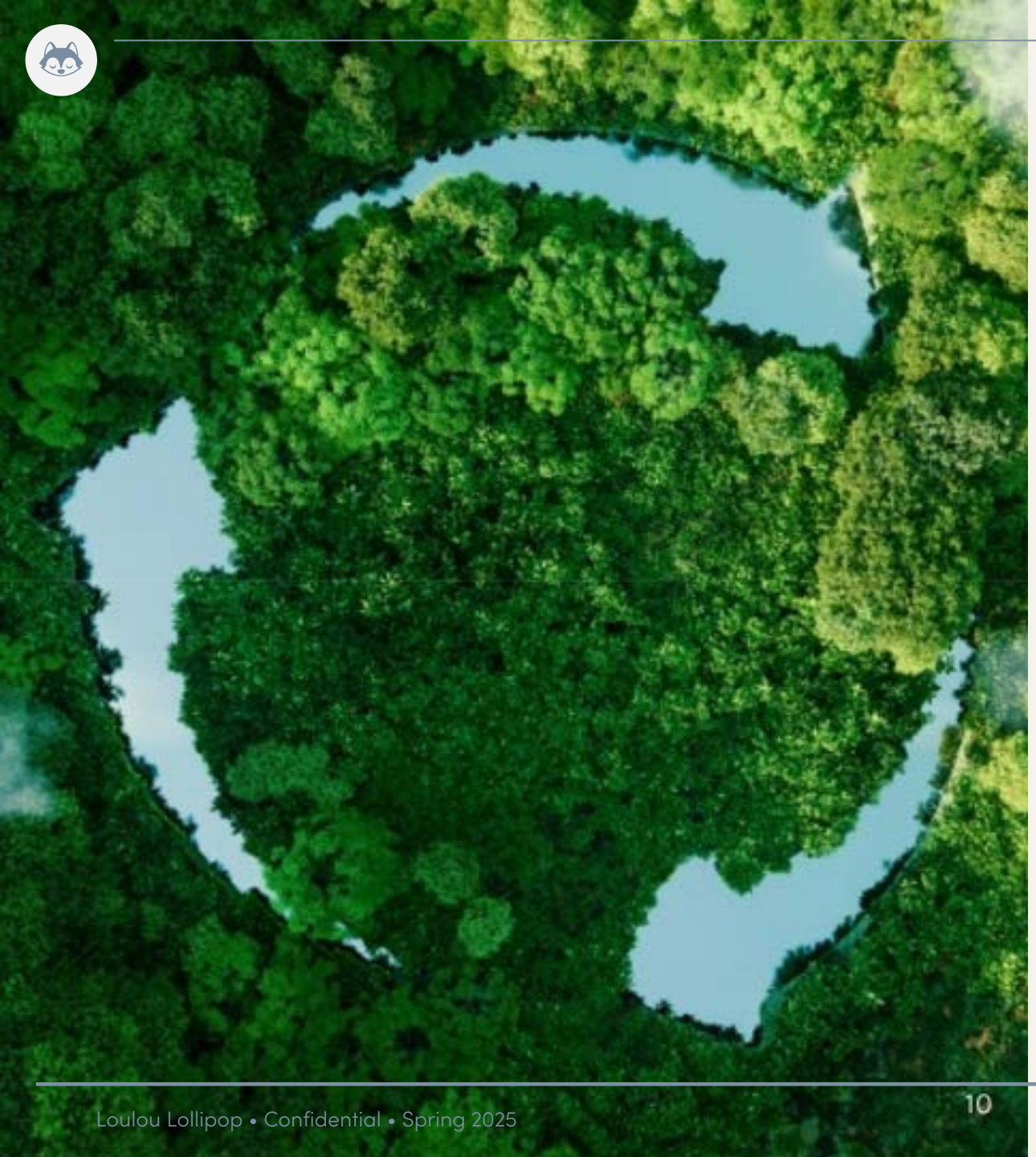


Our Muslin

Our premium muslin is a lightweight and breathable woven blend fabric of botanic origin, which is 70% rayon from sustainably sourced bamboo and 30% cotton.

Our muslin manufacturing process produces minimal waste and is one of the least harmful to the environment. It is ultra-soft and great for sensitive skin.

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100



Our Suppliers

As part of our brand values and aligned with our B Corp certification, Loulou Lollipop is committed to using the most sustainable materials and the lowest impact manufacturing processes that practice responsible employment practices.



What is Oeko-Tex

All our Tencel Lyocell and muslin products are Oeko-Tex Standard 100 Certified and produced at an Oeko-Tex Standard 100 Certified facility. Developed in Switzerland, Oeko-Tex Standard 100 is the gold standard for apparel and textile quality and safety.

Every component of the product, i.e. every thread, snap, and zipper, is rigorously tested for quality and safety and is free from harmful chemicals.

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100

What our Customers Say

86% of our Reviews are Five Stars (2,600+ reviews)



Luxury!

★★★★★

Amazing quality and exceptional customer service. One of my fav baby companies.



Teethers

★★★★★

Amazing quality and exceptional. Best teethers ever! Worth the price



Love the softness & stretchiness

★★★★★

Love the softness and stretchiness. I bought 6 months for my little one... he loves it.



The sweetest patterns and softest blanket!

★★★★★

I bought the Vancouver World Collection baby blanket on a whim. This was over 5 years ago now, and I sleep with it every night. It has travelled the world with me, and I have a hard time sleeping without it.



Incredibly soft like a pillow

★★★★★

I was shocked at how much this sleep sack is like a soft comforter. It's a beautiful color, and my little one loves it



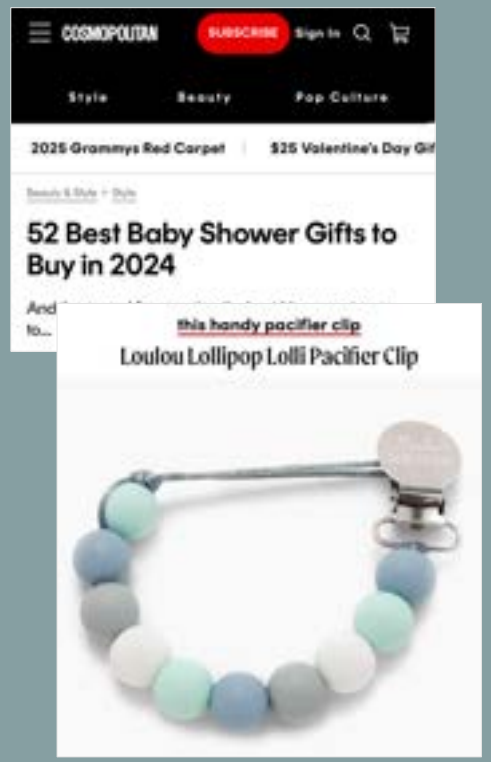
Fabulous

★★★★★

The grey mudcloth print is beautiful! It's even better than the pictures. The fabric and quality is there as usual and I'm tempted to buy this particular print in every size! 10/10.

We're an Editor Favorite

We're proud to have been selected for hundreds of best-of lists:









COSMOPOLITAN · GLAMOUR · tinybeans · Parade · Today's Parent · Country Living · MOMTASTIC

Forbes · TLC · THE EVERYMOM · CNN underscored · NEW YORK · the Quality Edit

A Few of Our Celebrity Customers

We are proud to be supported by these parents and many others



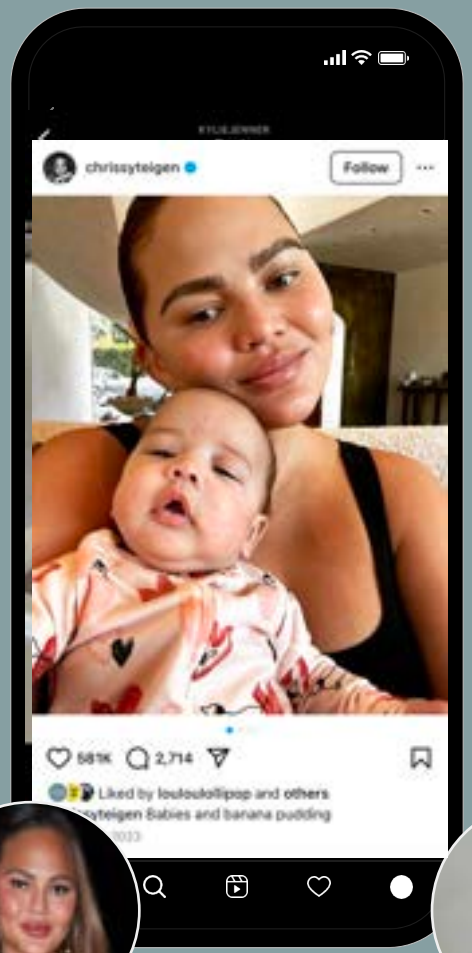


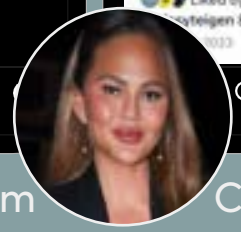
Kylie Jenner





Ashley Graham

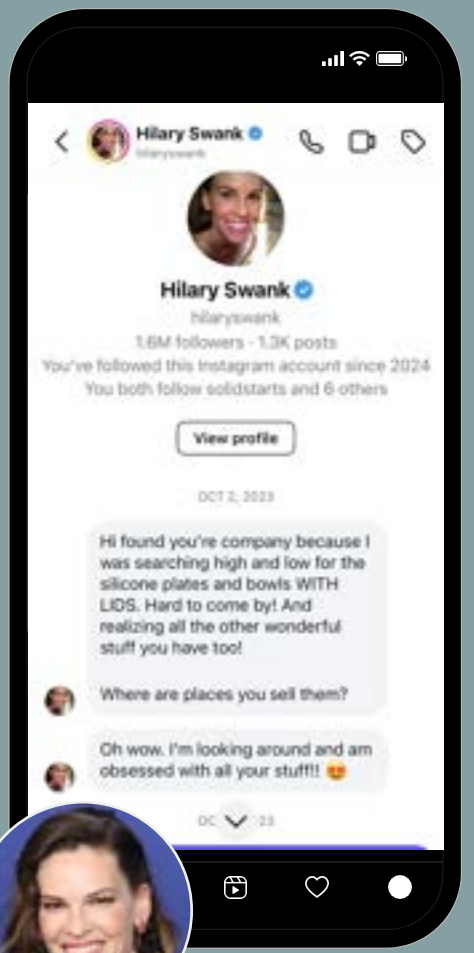




Chrissy Teigen



Prince Harry



Hillary Swank

Loulou Lollipop

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