



SOPHIE
LA GIRAFE®

~ Paris 1961 ~

Sophie la girafe®

The indispensable license
of baby's early years !

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Maude-Sophie Guerret - Licensing Coordinator - maudesophie.guerret@vulli.fr

Deliso S.A.S. - 1, avenue des Alpes - 74150 Rumilly - France

www.sophielagirafe.fr - www.facebook.com/Sophielagirafe.officielle





Sophie la girafe Webserie

Launched in October 2017 in France, the webserie Sophie la girafe meets a huge success! It is available in new countries since early 2018: The UK, Northern Ireland, Russia, USA, South Africa, Egypt, Guinea, Tunisia, India and much more! It has already been watched over 6 million times since its introduction. Be the next one to watch : <https://www.youtube.com/playlist?list=PLCNT02NN2O1-tup93F2RiLszoPBVEzDXKk>



Many novelties for 2018

Sophie la girafe is happy to introduce its novelties !

The brand has teamed up with several great companies to extend its categories for the EU market.

Thanks to a new partnership with Dooky company, the nursery accessory line is growing. Dooky will indeed launch a short collection of seat covers and hoodies, to be available by the end of 2018.

Sophie la girafe is also proud to announce a thrilling partnership with THE famous and trendy UK stationary brand: Gemma international. The collection is to be launched in the UK beginning 2019. The BLE is the perfect occasion to showcase the first drawings.

The famous Vondels will launch a collection of high-quality glass ornaments for a unique Sophie Christmas decoration. The collection will combine traditional and contemporary designs for a trendy, chic and tender Christmas!

New French brands have also wished to team up with the famous giraffe on different categories. The ballerina and baby sneakers manufacturer Baby Love have launched a shoe collection with Sophie la girafe for ever more tenderness, available since September in France and Belgium. Novatex (Trois Kilos Sept) on their side, have succumbed for a new range of layette, coming up very soon in specialty stores, starring Sophie watching over baby.

Confirming the success of their partnership, Danish Smafolk and Sophie la girafe have introduced a new layette collection in 10 countries: Sweden, the Netherlands, Norway, Denmark, Finland, Belgium, Germany, Austria and Australia.

Thrilling new projects to come for 2019!



About Sophie la girafe®

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

Existing for over 58 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 87 countries with an outstanding celebrity and fondness worldwide.



An involved brand

Through the purchase of a Sophie la girafe award gift set, Sophie la girafe commits to funding the equivalent of 3 vaccines against measles with Médecins Sans Frontières (Doctors Without Borders). Sophie la girafe is committed to provide a minimum of 150,000 vaccines.



1 % of all sales (not profit) of Sophie la girafe Cosmetics is donated to charity.



Sophie la girafe License

DeLiSo is the contraction of Development Licensing Sophie la girafe. The company is in charge of the worldwide licensing right of Sophie la girafe. DeLiSo was founded in 2011, further to consumers demand 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 is available in:

Publishing	Sunglasses	Reusable pouches
Baby skincare	Toys and games	Reusable diapers
Nursery products	Baby Photo Cards	Layette
Epiphany figurines	Baby funny Socks	Bamboo dish-set
Wood toys	Home linen	Soft Toys
DIY cross stitch kit	Ludo-educative Webserie	Chocolate
Winter clothing	Baby Shoes	Fragrances
Greeting cards	Carpets and cushions	Christmas ornaments



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.

What we seek for 2019?

Sophie la girafe is actively looking for partners around the world for baby furniture, stationary, bed linen, accessories...etc.

While staying open to new ideas and opportunities.