



UNBREAKABLE

fun



KID'S FUNGLASSES

KI ET LA ?

Born in 2010 on the shores of Pornic, three childhood friends launched a small French company that turned out to be a true expert in children's eyewear.

And voila, more than 40 countries fell in love with their craftsmanship and wonders: Galeries Lafayette Haussmann (Paris), BHV Paris, Natalys France, Smallable France, Manor Suisse...

Anne-Charlotte, one of the founders, has been distributing her creations worldwide for 13 years, alongside David and his team.

Their collections are as durable as they are elegant, meeting the needs of the little ones and the satisfaction of their parents!





A brand that **REINVENTS ITSELF**

THAT INNOVATES

- Diabola model from birth: 2 sizes in 1
- One-piece injected frames: unbreakable.
- Original designs, made in France
- Smart, reusable packaging.

THAT COMMITS

- Re-location of active production from 2020
- Maritime imports
- 100% cardboard POS displays and packs
- New products made in France or Europe ...

THAT LISTENS

Product development at Ki ET LA is above all about observing and understanding the hectic lives of our little ones, and now those of the older ones!



TABLE OF CONTENTS

- OUR VALUES / RULES
- OUR COMMITMENTS
- WHAT'S NEW FOR 2024?
- OUR SUNGLASSES OFFER
- NEW DESIGN 2024
- MERCHANDISING OFFER
- B2B PLATFORM
- PRACTICAL INFORMATION



OUR VALUES / RULES

Ki ET LA

Imagination, creativity and sweet craziness of children is boundless when it comes to enjoy life and have fun. Protected by unbreakable and stylish sunglasses, they can now express themselves endlessly.

Our 5 RULES

Rule 1: Protect fun from the invisible

We protect children from invisible risks, because we understand that life's pleasures are sometimes as dangerous as they are invisible: a ray of sunshine that's too strong, a breath of fresh polluted air, can quickly spoil (the party).

Rule 2 : Fun at its best

We prefer children's sunglasses/accessories designed for children to adult sunglasses/accessories adapted for children; because their morphology is different and their protection requirements are higher (and they're cuter).



Our 5

RULES

Rule 3 : Fun-proof

We do everything we can to please and resist children, because we know that they can be angels or demons, and can't easily accommodate things they don't like, or destroy anything they put in their hands (no matter how cute they are).

Rule 4 : Fun is child's play

We believe that fun should be the only source of fulfillment for children, and that we should do everything in terms of design and innovation to equip them and let them enjoy it (to the point of making us forget).

Rule 5: Responsible fun

We take children seriously, and parents with confidence, by being responsible and demanding when it comes to quality, so that they can enjoy seeing them enjoy healthy solid eyewear, made in France and respectful of people and the environment.



OUR COMMITMENTS



Ki ET LA

OUR COMMITMENTS

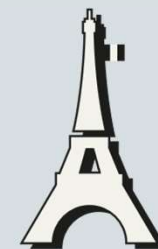
- #1 Sustainable and recyclable products.
- #2 Relocating production to France and Europe since 2020.
- #3 Reusable cardboard packaging.
- #4 Additional durability of our products: new treatment for all our mirror glasses
- #5 Sea imports only.
- #6 The choice of Italian production and GOTS-certified fabrics for our hats/caps range.
- #7 A new 100% cardboard POP offer made in France.



UNBREAKABLE



ECO FRIENDLY



MADE IN FRANCE

A young girl with brown hair is the central figure, captured in a playful pose at a modern playground. She is wearing a bright yellow long-sleeved sweatshirt with the text 'Lol Vamboo' in orange and 'paraiso tiny' in smaller black letters below it. Her shorts are pink with a colorful polka-dot pattern. She also wears a white and pink baseball cap and blue sunglasses. The playground features a blue safety mat, various colorful slides (yellow, blue, black), and other play structures in the background. The overall scene is bright and cheerful, suggesting a sunny day.

**WHAT'S NEW IN
2024?**

Ki ET LA

New



KI ET LA X ELYSEE

100% MADE IN FRANCE capsule collection, created as part of our licensing partnership with the ELYSEE association, with a portion of the profits being donated to the promotion of French heritage

The ELYSEE Foundation was set up by Mrs MACRON, 5 years ago, to raise funds to restore France's heritage.



New



HATS MADE IN ITALY 100% ORGANIC COTTON

Discover our new collection of hats and caps for children, designed with GOTS and Oeko-Tex certified fabrics to provide optimal protection against harmful UV rays from the sun. Our products are also UPF 50+ certified for maximum protection. Made from 100% organic cotton, they are soft, comfortable, and breathable for extended wear.



New _____

**NEW COLORS ICONIC
RANGE**





OUR SUNGLASSES OFFER

Ki ET LA

OUR SUNGLASSES COLLECTIONS



Iconic

0-9 years / €€

Developed over the last 12 years for children, the strongest range on the market.



Animal

0-4 years / €€€

The audacious Kawai collection, made in France.



Woam Family

0 - ADULT / €

The 70's collection at affordable prices for the whole family.

Guarantee

UNBREAKABLE

Ki ET LA's anti-breakage guarantee allows our consumers to have their Ki ET LA sunglasses repaired and/or replaced if they have a specific defect that makes the sunglasses unusable.

Duration of guarantee: f2 years

For more information on the application of this guarantee, please contact your sales representative.

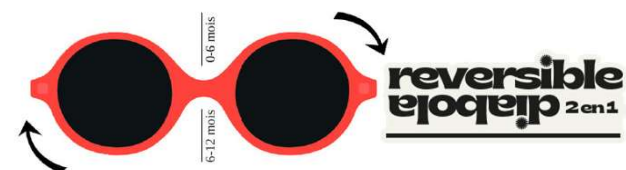


Iconic collection
DIABOLA REVERSIBLE 0-1 YEAR



NEW		D 1 SUNPEONY PEONY		D 1 SUNBLACK BLACK
NEW		D 1 SUNGRASS GRASS		D 1 SUNRAP GRAPEFRUIT Limited stock
		D 1 SUNLUSH BLUSH PINK		D 1 SUNMUST MUSTARD Limited stock
		D 1 SUNKAKI KAKI		D 1 SUNPEACK PEACOCK GREEN Limited stock
		D 1 SUNDENIM DENIM BLUE		D 1 SUNFLUOO FLUO ORANGE Limited stock
		D 1 SUNTERRA TERRACOTTA		D 1 SUNRBLUE REFLEX BLUE Limited stock

**SMART &
 UNIQUE**



**reversible
 eloqueip 2 en 1**

Iconic collection

WAZZ 1-2 / 2- 4 YO



NEW



WA2SUNPEONY
WA3SUNPEONY
PEONY

NEW



WA2SUNIVOIRY
WA3SUNIVOIRY
IVORY



WA2SUNBLUSH
WA3SUNBLUSH
BLUSH PINK



WA2SUNKAKI
WA3SUNKAKI
KAKI



WA2SUNDENIM
WA3SUNDENIM
DENIM BLUE



WA2SUNTERRA
WA3SUNTERRA
TERRACOTTA



WA2SUNBLACK
WA3SUNBLACK
BLACK



WA2SUNGRAP
WA3SUNGRAP
CRAPEFRUIT
STOCK LIMITÉ



WA2SUNMUST
WA3SUNMUST
MUSTARD
STOCK LIMITÉ



WA2SUNPEACK
WA3SUNPEACK
PEACOCK GREEN
Limited stock



Iconic collection

RoZZ 1-2 / 2-4 YO



NEW



R2SUNFUCHSIA
R3SUNFUSCHIA
FUCHSIA

NEW



R2SUNSTORM
R3SUNSTORM
STORM



R2SUNRBLUE
R3SUNRBLUE
REFLEX BLUEC
Limited stock

NEW



R2SUNSAND
R3SUNSAND
GOLDEN SAND



R2SUNFLUOO
R3SUNFLUOO
FLUO ORANGE
Limited stock

NEW



R2SUNGRASS
R3SUNGRASS
GRASS



Iconic Collection

BUZZ 4-6 / 6-9 YEARS

ROZZ 4-6 / 6-9 YEARS



BACK TO
COLLECTION



R4SUNPEACK
R5SUNPEACK
Peacock



R4SUNGLITTER
R5SUNGLITTER
Glitter



R4SUNBLACK
R5SUNBLACK
Black



R4SUNEKAIL
R5SUNEKAIL
EKAIL



R4SUNRBLUE
R5SUNRBLUE
Reflex blue



R4SUNFLUOO
R5SUNFLUOO
Fluo Orange

Limited Stock



BU4SUNPINKGLI
BU5SUNPINKGLI
Pink Glitter



BU4SUNBLACK
BU5SUNBLACK
Black



BU4SUNNEON
BU5SUNNEON
Neon Pink



BU4SUNKAKI
BU5SUNKAKI
Kaki



BU4SUNTERRA
BU5SUNTERRA
Terracotta



Animal Collection

OURS'ON 0-1 / 1-2 / 2-4 YEARS



SMART & UNIQUE



OU 1 SUNLPINK
OU 2 SUNLPINK
OU 3 SUNLPINK
Light Pink



OU 1 SUNCREAM
OU 2 SUNCREAM
OU 3 SUNCREAM
Cream



OU 1 SUNALMOND
OU 2 SUNALMOND
OU 3 SUNALMOND
Almond Green



OU 1 SUNSKY
OU 2 SUNSKY
OU 3 SUNSKY
Sky Blue
Limited Stock



OU 1 SUNPEACH
OU 2 SUNPEACH
OU 3 SUNPEACH
Peach

BACK TO
COLLECTION



Additional mirror glass treatment for improved scratch resistance.

Capsule Collection

ELYSÉE 0-1 / 1-2 / 2-4 YO



OU 1 SUNEBLUE
OU 2 SUNEBLUE
OU 3 SUNEBLUE
BLUE ELYSEE



OU 1 SUNEWHITE
OU 2 SUNEWHITE
OU 3 SUNEWHITE
WHITE ELYSEE



OU 1 SUNERED
OU 2 SUNERED
OU 1 SUNERED
RED ELYSEE



Additional mirror glass treatment for improved scratch resistance.

Animal Collection

LION 0-1 / 1-2 / 2-4 YEARS



SMART & UNIQUE



L1 SUNGREEN
L2 SUNGREEN
L3 SUNGREEN
Green



L1 SUNHONEY
L2 SUNHONEY
L3 SUNHONEY
Honey



L1 SUNLILAC
L2 SUNLILAC
L3 SUNLILAC
Lilac



L1 SUNSIENNA
L2 SUNSIENNA
L3 SUNSIENNA
Sienna



Additional mirror glass treatment for improved scratch resistance.

MATCHY-MATCHY

A collection designed for the whole family HYPER Accessible & High Quality



Seventies inspiration with a round, translucent model to fit every face.



Birth to adult sizes: mix&match for parents or children that will appeal to everyone.



Maximum protection for all ages.



WO 1 SUNSTRAW
WO2SUNSTRAW
WO3SUNSTRAW
Strawberry



WO 1 SUNPURP
WO2SUNPURP
WO3SUNPURP
Purple



WO 1 SUNBROWN
WO2SUNBROW
WO3SUNBROWN
Brown



WO 1 SUNSKY
WO2SUNSKY
WO3SUNSKY
Blue Sky



WO 1 SUNGREENB
WO2SUNGREENB
WO3SUNGREENB
Bottle Green

WO 1 : 0-2 years

WO2 : 2-4 years

WO3 : 4-6 years





TEEN SIZE FROM 6 TO 16 Y

ADULT SIZE



WO4SUNPURP
WO5SUNPURP

Purple



WO4SUNBROWN
WO5SUNBROWN

Brown

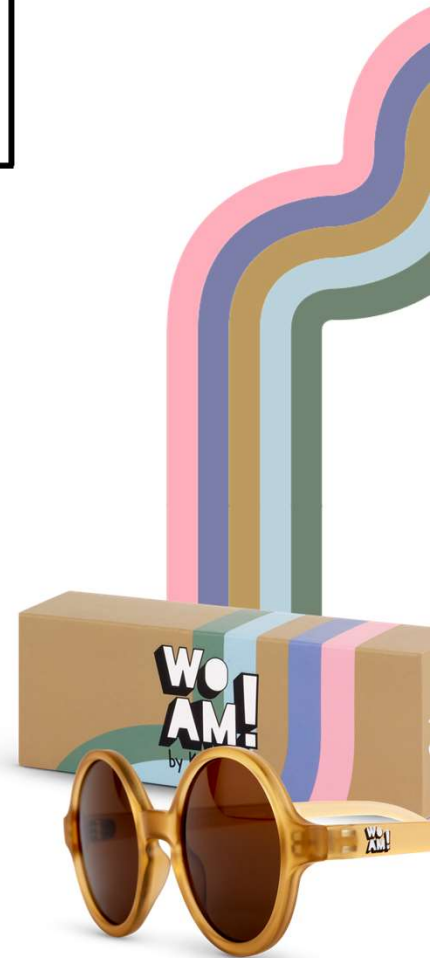


WO4SUNGREENB
WO5SUNGREENB

Bottle Green

WO4 : 6-16 years

WO5 : Adult





**NEW! 100% UV
PROTECTION**

Ki ET LA

Our new arrival

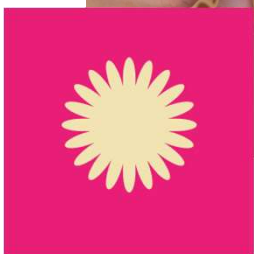
MADE IN ITALY HAT

A New Collection of Hats and Caps Made in Italy
from 100% GOTS Cotton, UPF 50+ without
Chemical Treatment.



UV Protection Collection

MADE IN ITALY / FROM 0 TO 6 YO



KB1NP 0-1 YO
KB2NP 1-2 YO
KB3NP 2-4 YO
Pink, Natural



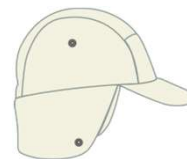
KB1GN 0-1 YO
KB2GN 1-2 YO
KB3GN 2-4 YO
Green, natural, pink



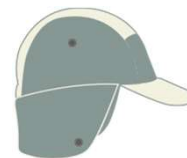
KB1GN 0-1 YO
KB2GN 1-2 YO
KB3GN 2-4 YO
Green, natural



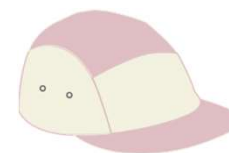
KC1GNP 0-1 YO
KC2GNP 1-2 YO
KC3GNP 2-4 YO
Green, natural, pink



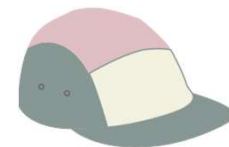
KC1NATURAL 0-1 YO
KC2NATURAL 1-2 YO
KC3NATURAL 2-4 YO
Natural



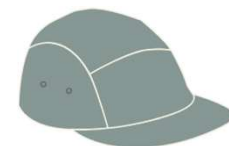
KC1GN 0-1 YO
KC2GN 1-2 YO
KC3GN 2-4 YO
Green, natural



KD4NP 4-6 YO
Pink, Natural



KD4GNP 4-6 YO
Green, natural, pink



KD4GREEN 4-6 YO
Green

Anti UV
— 100% —

UPF 50+

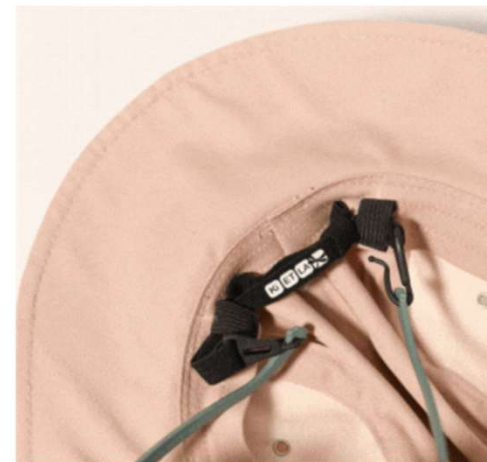
OERO-TEX
— COTON BIO —

Made in
ITALY

A unique **ATTACH SYSTEM**

**SMART &
UNIQUE**

2 products in 1 : we can fix the sunglasses with the hats thanks to the sunglasses strap!



Please see pictures & vidéos [by following this link](#)



MERCHANDISING OFFER

KI ET LA

A completely REVISED OFFER

Production relocated to France to limit our carbon footprint by eliminating bulk imports from Asia, while favouring light, eco-responsible materials: 100% FSC cardboard!!



Sustainable and EVOLVING DISPLAYS

We offer sustainable and seasonally evolving displays to limit manufacturing and waste. We aim to reduce our waste through a recyclable offering while promoting local know-how by working with experts in the sector who are certified in France.

Floor Display

KI ET LA

- Ki ET LA floor display Stock capacity: 90 packs (6 on step; 40 in 2 drawers, 44 in cupboard)
- 6 pairs in presentation (+ 1 optional teddy bear)
- Dimensions: 46 x 34 x 160 cm
- Material: 100% cardboard, matt finish
- Details: Removable front panel, removable Teddy Bear or Lion head

PLVFLOORN14



W : 46 cm / D : 34 cm / H : 160 cm

Counter Display

KI ET LA

- Stock capacity: 30 packs (18 in front, 12 in rear recesses)
- 3 pairs in presentation (+ 1 optional teddy bear)
- Dimensions: 46 x 32 x 44 cm
- Material: 100% cardboard, matt finish
- Details: removable Teddy Bear head that can accommodate a pair of glasses

PLVCOUNTERN14



W : 46 cm / D : 32 cm / H : 44 cm

Podium display KI ET LA

- Stock capacity: 3 packs
- Dimensions: 70 x 14 x 39 cm
- Material: 100% cardboard, matt finish

PLVKIETLAN13



PLVKIETLAN14



NEW DESIGN 2024

Window sticker

KI ET LA

The Ki ET LA window sticker allows you to promote the products on the outside of your shop. Thanks to their fun colours, they brighten up your shop window and make it more dynamic.

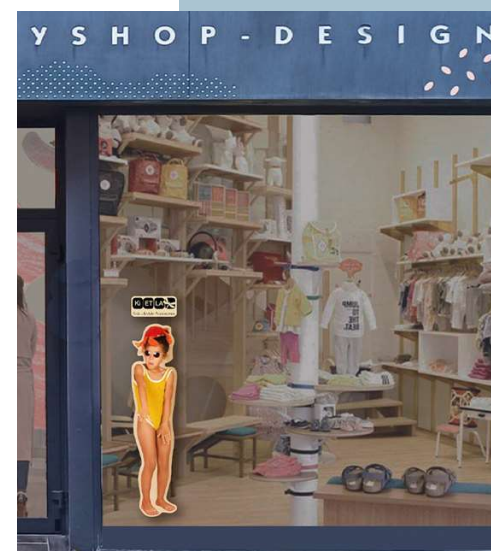
Dimensions: 104 cm x 21 cm



104 cm

21 cm

PLVVITKIETLAN12



Easel OURSON

Two items to improve product visibility with easy-to-install visual elements.

Dimensions: 23,5 cm x 25 cm



29,7 cm



PLVOUN 12

A4 easels

WOAM

Two items to improve product visibility with easy-to-install visual elements.

Dimensions: 21 x 29.7 cm



21 cm

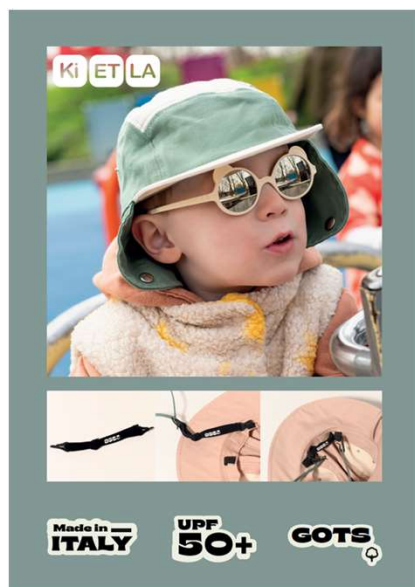
29,7 cm

PLVWOAMN12



A5 cartels

KIETLA



A5CARTELHATN14



A5CARTELKIETLAN14



A5CARTELELYSEEN14

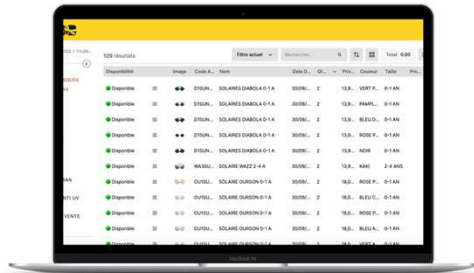
- 
- PLATEFORME BTOB :**
- **COMMANDES**
 - **SAV**
 - **SUPPORTS MARKETING**

Ki ET LA

B2B ONLINE PLATFORM PEPPERI

Order taking :

- Simple and user-friendly, place your orders in a few clicks
- Live stock status
- Detailed order history



B2B ONLINE PLATFORM : PEPPERI

Marketing content

You can now easily access all Ki ET LA marketing content directly from your Pepperi account. There you'll find the following elements:

VISUALS

Packshots and lifestyle photos.

GIFS & VIDEOS

Animated communication media.

PRODUCT MATRIX

Spreadsheet with product descriptions.

NEW CATALOGUE

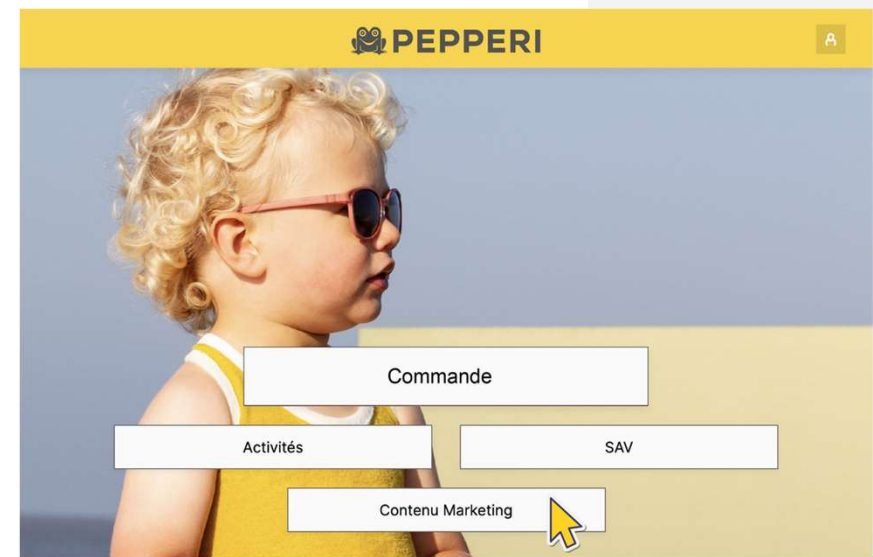
All new ranges and models.

GRAPHIC CHARTERS

Graphic standards for each range.

LOGOS AND PICTOGRAMS

Many designs, in .ai or .png format..





PRACTICAL INFORMATION

Ki ET LA

Awards & NOMINATIONS



JANUS FOR FASHION / HEALTH

Already awarded the Janus de la mode for the Kapel hat, Ki ET LA receives the Janus de la santé 2018 for its CraZyg-Zag 6-12 sunglasses collection by the Institut du Design Français.



STRATEGIC DESIGN

The Diabola model received the Strategic Design Trophy from the Ecole de Design Nantes Atlantiques (Nantes Atlantic School of Design) for the design of these adaptable and unbreakable baby glasses.



CONSOBABY TOP LABEL

Three Top Labels were awarded by the testers. The Diabola sunglasses, the Kapel hat and the Pop anti-UV T-shirt received the highest marks from parents.



SILMO D'OR NOMINATION

OurS'on glasses, Made in France, were nominated for the 2019 SILMO d'Or in the "Children" category.

They work with
KI ET LA

TAPE À L'OEIL
ORIGINAL KIDS

MANOR

LES petits
RAFFINEURS

SMALLABLE

LE BHV

Natalys
Paris

vertbaudet

**Galeries
Lafayette**



Ki ET LA

THANK YOU!

Ki ET LA SAS, 28 rue Louis Pasteur, Zone de Ragon BAT A2, 44119, TREILLIERES.

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