

CATALOGUE SS25



UNBREAKABLE

Roar

Ki ET LA

KID'S FUNGLASSES

KI ET LA?



Founded in 2010 on the shores of Pornic by three childhood friends, this small **French company** has quickly become an **expert** in children's eyewear.

Today, over **40 countries** have succumbed to their know-how and creations.

The company's collections of **UV-resistant** sunglasses and hats are designed **to meet the needs of kids** and make life easier for parents.

Each **unique** and **clever** product turns protection in a fun experience for children truly reflecting the **DNA** of our brand.

A brand that **REINVENTS ITSELF**



Innovation

- Diabola model from birth: 2 sizes in 1.
- Frames injected in a single piece: UNBREAKABLE.
- Audacious designs made in France.
- Unique, clever AND reusable packaging.

Commitment

- 50% of production relocated to France.
- Eco-responsible products.

Proximity

At Ki ET LA,
product development begins by
paying particular attention to the
needs of little adventurers, while
also taking into account the daily
lives of older children!



SUMMARY

1. OUR VALUES
2. OUR COMMITMENTS
3. OUR SUNGLASSES
4. OUR BOBS & CAPS
5. OUR SUNWEAR MERCHANDISING OFFER
6. SHOP ONLINE B2B
7. OUR AWARDS & PARTNERS





OUR VALUES

DAVID

At the founding of the French company...

**Children's imagination,
creativity and sweet madness
know no bounds when it comes
to having fun and enjoying life.**

**Protected by stylish,
INCASSABLE eyewear, they can
finally express themselves
freely and blossom without
restraint.**



KID'S FUNGLASSES

Rule 1:

Protect the fun from the invisible

We protect children from invisible risks, because life's pleasures can sometimes be as dangerous as they are invisible: too much sunlight or polluted air can quickly spoil everything.

Rule 2:

Fun at its best

We prefer eyewear/accessories designed for children rather than adapted versions for adults, because their morphology and protection needs are unique (and they're cuter).

Rule 3:

Fun-proof

We do everything to please and resist children because we know that they can be angels as well as demons and not easily accommodate things they don't like, or destroy everything that passes through their hands.



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 watching them have fun with healthy, solid, made-in-France eyewear that respects people and the environment.





Our SUNGLASSES





Collection

ICONIQUE

- 0-9 years / €€
- THE most resistant range on the market.
- UNIQUE packaging with Ki ET LA identity.

NEW packaging




Unbreakable

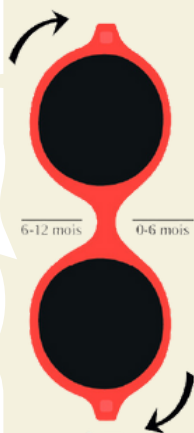

reversible
elaplop 2en1

CAT
3
UV BLOCKER



DIABOLA
0-1 YEAR

DIABOLA



RRP : 30€ TTC



NEW



D1 SUNAPRICOT
APRICOT



D1 SUNTERRA
TERRACOTTA

NEW



D1 SUNLIGHTBLUE
BLUE



D1 SUNBLACK
BLACK



D1 SUNBLUSH
BLUSH PINK



D1 SUNGRAP
GRAPEFRUIT



D1 SUNKAKI
KAKI



D1 SUNPEACK
PEACOCK GREEN



D1 SUNDENIM
DENIM BLUE



D1 SUNPEONY
PEONY



D1 SUNGRASS
GRASS



Unbreakable

CAT
3
UV BLOCKER



WAZZ

1-2 / 2-4 YEARS

WAZZ

RPP : 30€ TTC



NEW



WA2SUNAPRICOT
WA3SUNAPRICOT
APRICOT



WA2SUNTERRA
WA3SUNTERRA
TERRACOTTA

NEW



WA2SUNINTENSEBLUE
WA3SUNINTENSEBLUE
BLUE



WA2SUNBLACK
WA3SUNBLACK
BLACK

NEW



WA2SUNMINT
WA3SUNMINT
MINT



WA2SUNGRAP
WA3SUNGRAP
GRAPEFRUIT



WA2SUNBLUSH
WA3SUNBLUSH
BLUSH



WA2SUNPEACK
WA3SUNPEACK
PEACOCK GREEN



WA2SUNKAKI
WA3SUNKAKI
KAKI



WA2SUNPEONY
WA3SUNPEONY
PEONY



WA2SUNDENIM
WA3SUNDENIM
DENIM BLUE



WA2SUNIVOIRY
WA3SUNIVOIRY
IVORY




Unbreakable

CAT
3

UV BLOCKER



ROZZ

1-2 / 2-4 YEARS

RONN

RRP : 30€ TTC



NEW



R2SUNLIGHTBLUE
R3SUNLIGHTBLUE
BLUE

NEW



R2SUNLEMONADE
R3SUNLEMONADE
YELLOW

NEW



R2SUNHAWTHORN
R3SUNHAWTHORN
HAWTHORN



R2SUNFUCHSIA
R3SUNFUSCHIA
FUCHSIA



R2SUNSTORM
R3SUNSTORM
STORM



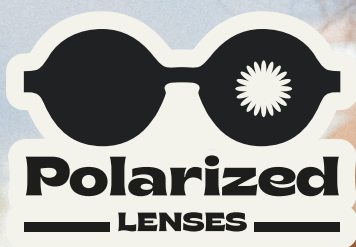
R2SUNSAND
R3SUNSAND
GOLDEN SAND



R2SUNGRASS
R3SUNGRASS
GRASS



extra flex



CAT
3
UV BLOCKER

BUZZ

4-6 / 6-9 YEARS

BUNN

RRP : 35€ TTC



NEW



BU4SUNSALVIASTRIPE
BU5SUNSALVIASTRIPE
SALVIA STRIPE



BU4SUNPINKGLI
BU5SUNPINKGLI
PINK GLITTER

NEW



BU4SUNCREAMLEO
BU5SUNCREAMLEO
LEOPARD



BU4SUNBLACK
BU5SUNBLACK
BLACK



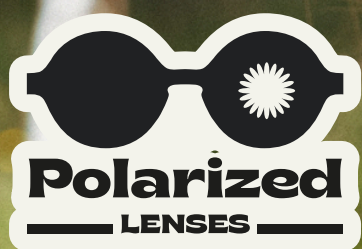
BU4SUNKAKI
BU5SUNKAKI
KAKI



BU4SUNNEONB
BU5SUNNEONB
NEON PINK



extra flex



**CAT
3**
UV BLOCKER

ROZZ

4-6 / 6-9 YEARS

RONN

RRP : 35€ TTC



NEW



R4SUNSANDSTRIPE
R5SUNSANDSTRIPE
SAND STRIPE



R4SUNPEACK
R5SUNPEACK
PEACOCK

NEW



R4SUNGREENLEO
R5SUNGREELEO
LEOPARD



R4SUNGLITTER
R5SUNGLITTER
GLITTER



R4SUNEKAIL
R5SUNEKAIL
EKAIL



R4SUNBLACKB
R5SUNBLACKB
BLACK



Collection
ANIMAL

- 0-4 years / €€€
- A bold range made in France.
- UNIQUE packaging with Ki ET LA identity.

NEW packaging

UNIQUE packaging
and **reusable**,
cap allows
to make sand pies.



Unbreakable

CAT
3
UV BLOCKER



OURSON

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

OURSON

Mirrored lenses.



RRP : 37€ TTC



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



OU 1 SUNPEACHB
OU 2 SUNPEACHB
OU 3 SUNPEACHB
PEACH



OURSON

Mirrored lenses.

RRP : 37€ TTC



OU 1 SUNEBLUE
OU 2 SUNEBLUE
OU 3 SUNEBLUE
BLUE ELYSÉE



OU 1 SUNEWHITE
OU 2 SUNEWHITE
OU 3 SUNEWHITE
WHITE ELYSÉE



OU 1 SUNERED
OU 2 SUNERED
OU 3 SUNERED
RED ELYSÉE

This 100%

MADE IN FRANCE

capsule collection, created in licensed partnership with the ELYSÉE association, founded by Mme Macron 5 years ago, supports the enhancement and restoration of French heritage, thanks to a portion of the profits donated.




Unbreakable

CAT
3
UV BLOCKER



LION

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

LION

Mirrored lenses.



RRP : 37€ TTC



NEW



L 1 SUNSALVIA
L2SUNSALVIA
L3SUNSALVIA
SALVIA

NEW



L 1 SUNVANILLA
L2SUNVANILLA
L3SUNVANILLA
VANILLA

NEW



L 1 SUNBGUM
L2SUNBGUM
L3SUNBGUM
PINK



L 1 SUNGREEN
L2SUNGREEN
L3SUNGREEN
GREEN



L 1 SUNHONEY
L2SUNHONEY
L3SUNHONEY
HONEY





Collection
WOAM

- 0-Adult / €
- The 70's collection for the whole family.

NEW packaging



Now available in
packaging
harmonized with our
other collections.





CAT
3
UV BLOCKER

light
& confort

MATCHY-MATCHY
@/Adult

WOAM

MATCHY-MATCHY



RRP 0-4 years : 20€ TTC / 4-6 years : 25€ TTC



WO 1 SUNOLIVE
WO 2 SUNOLIVE
WO 3 SUNOLIVE
OLIVE



WO 1 SUNAPRICOT
WO 2 SUNAPRICOT
WO 3 SUNAPRICOT
APRICOT



WO 1 SUNSTRAW
WO 2 SUNSTRAW
WO 3 SUNSTRAW
STRAWBERRY



WO 1 SUNBROWN
WO 2 SUNBROW
WO 3 SUNBROWN
BROWN



WO 1 SUNSKY
WO 2 SUNSKY
WO 3 SUNSKY
BLUE SKY



WO 1 SUNGREENB
WO 2 SUNGREENB
WO 3 SUNGREENB
BOTTLE GREEN



WO 1 SUNPURP
WO 2 SUNPURP
WO 3 SUNPURP
PURPLE

RRP 6-16 years : 30€ TTC / Adult : 35€ TTC



WO 1 SUNPURP
WO 2 SUNPURP
WO 3 SUNPURP
PURPLE



WO 1 SUNBROWN
WO 2 SUNBROW
WO 3 SUNBROWN
BROWN



WO 1 SUNGREENB
WO 2 SUNGREENB
WO 3 SUNGREENB
BOTTLE GREEN





Our BOBS & CAPS

Collection

SPORTSWEAR

- 0-12 years
- UPF 50+ (no chemical treatment).
- 100% recycled polyester (RPET).
- GRS (Global Recycled Standard) certified.
- Very light to wear.
- Waterproof.

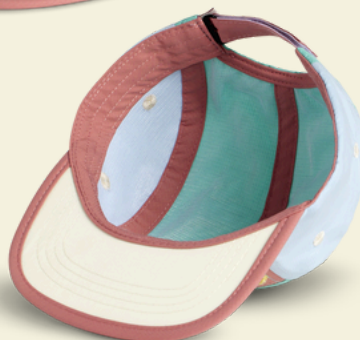


RRP : 30€ TTC



CAPS SPORTSWEAR

- 0-2, 2-6, 6-12 years
- Adjustable with Velcro



KE1 ROARSPORT
KE2 ROARSPORT
KE3 ROARSPORT

BOBS SPORTSWEAR

- 0-2, 2-6, 6-12 years
- Smart & Unique: adjustable pull cord



KF1 GREENSPORT
KF2 GREENSPORT
KF3 GREENSPORT



KF1 PINKSPORT
KF2 PINKSPORT
KF3 PINKSPORT

Collection **ANIMAL**

- 0-6 years
- UPF 50+ (no chemical treatment).
- 100% recycled cotton.
- GRS (Global Recycled Standard) certified.



RRP : 30€ TTC



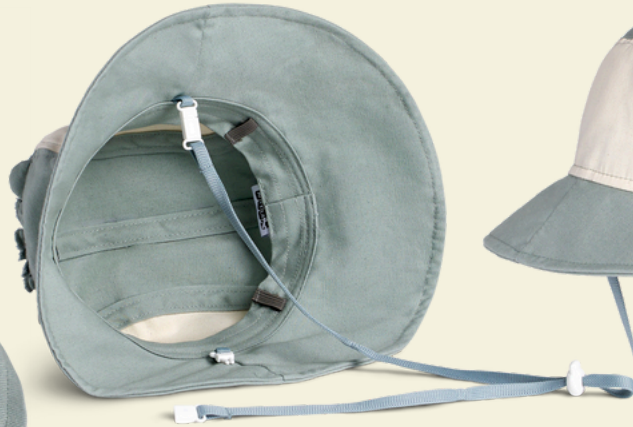
BOBS CAMPER

- 0-2, 2-6 years
- VS collection 2024 :
 - Improved design with more finishes.
- Optimum protection & ideal style:
 - Face, Ears, Neck: protected.
 - Extended rear visor.
- Smart & Unique:
 - Can be hung with glasses.
 - Adjustable strap for easy removal.





KB 1BNP
KB2BNP



KB 1LNN
KB2LNN



KB 1LNG
KB2LNG

RRP : 30€ TTC



CAPS CAMPER

- **0-2, 2-6 years**
- **VS collection 2024 :**
 - Improved design with more finishes.
- **Optimum protection & ideal style:**
 - Face, Ears, Neck: protected.
 - Drawstring.
- **Smart & Unique:**
 - Can be hung with glasses.
 - Can be transformed into a simple cap.



KCB1NATURAL
KCB2NATURAL



KCL1GNN
KCL2GNN



KCB1BNP
KCB2BNP



Collection

REVERSIBLE

- 0-12 years
- UPF 50+ (no chemical treatment).
- 100% recycled cotton.
- GRS (Global Recycled Standard) certified.

RRP : 30€ TTC



BOBS REVERSIBLES

- **0-2, 2-6, 6-12 years**
- **Smart & Unique:**
 - 0-2 years: Adjustable strap for easy removal.
- **2 looks in 1, a new style with every use.**
- **Play on patterns and materials:**
 - Leopard, stripes, terry cloth.
- **Mix&Match :**
 - Models specially designed to combine harmoniously with our sunglasses, creating fun, stylish looks.



KF 1 CREAMLEO
KF2 CREAMLEO
KF3 CREAMLEO



KF 1 PINKSTRIPE
KF2 PINKSTRIPE
KF3 PINKSTRIPE



KF 1 SALVIASTRIPE
KF2 SALVIASTRIPE
KF3 SALVIASTRIPE



Collection

TRENDY

- 0-12 years
- UPF 50+ (no chemical treatment).
- 100% recycled cotton.
- GRS (Global Recycled Standard) certified.
- Adjustable velcro waistband.
- Mix&Match: Specially designed to match our sunglasses.



RRP : 30€ TTC



CAPS LEOPARD

- 0-2, 2-6, 6-12 years
- 100% recycled cotton



K 1 APRICOTLEO
K2APRICOTLEO
KE3APRICOTLEO



KE 1 GREENLEO
KE2GREENLEO
KE3GREENLEO

CAPS STRIPE

- 0-2, 2-6, 6-12 years
- 100% recycled cotton.



KE 1 SANDSTRIPE
KE2SANDSTRIPE
KE3SANDSTRIPE



KE 1 SALVIASTRIPE
KE2SALVIASTRIPE
KE3SALVIASTRIPE

CAPS DENIM

- 0-2, 2-6, 6-12 years
- 70% recycled cotton, 30% RPET.



KE 1 SUNDENIM
KE2SUNDENIM
KE3SUNDENIM



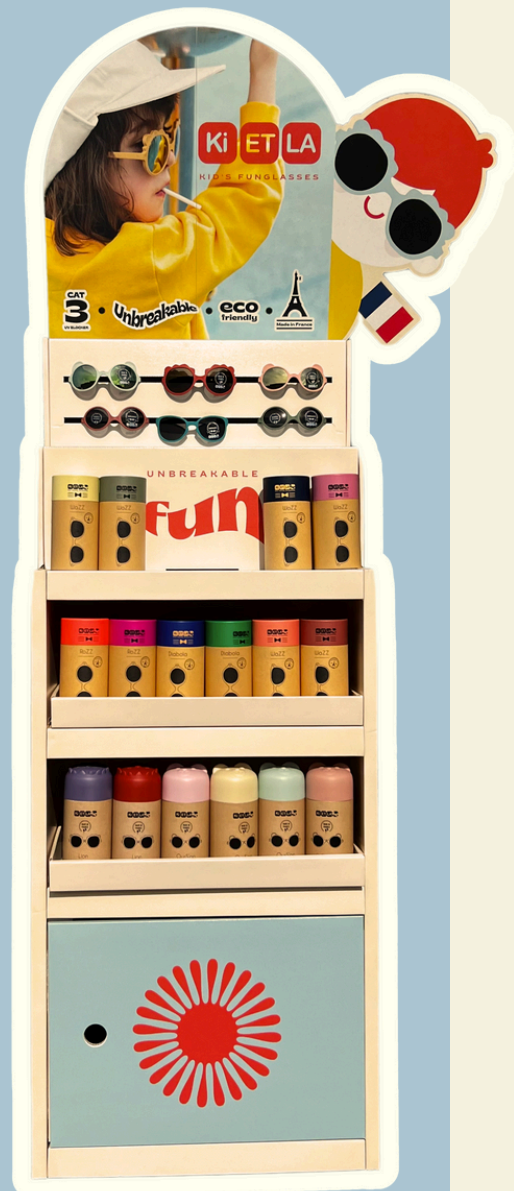
**Our sunwear
MERCHANDISING
OFFER**



Floor Display

- 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

PLVFLOORN14



L : 46 cm / P : 34 cm / H : 160 cm

Counter Display

- 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

PLVCOUNTERN14



L : 46 cm / P : 32 cm / H : 44 cm

Podium Display

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

PLVKIETLAN14



A4 easels WOAM

- Two items to improve product visibility with easy-to-install visual elements.
- Dimensions: 21 x 29.7 cm

PLVWOAMN12



Cartels A5



A5CARTELKIETLAN14

A5CARTELELYSEEN14



COLLABORATION EXCLUSIVE



EN ACHETANT LES PRODUITS
DE LA COLLECTION,
VOUS SOUTENEZ LE FABRIQUÉ EN FRANCE
ET LA VALORISATION
DU PATRIMOINE DE L'ÉLYSÉE.





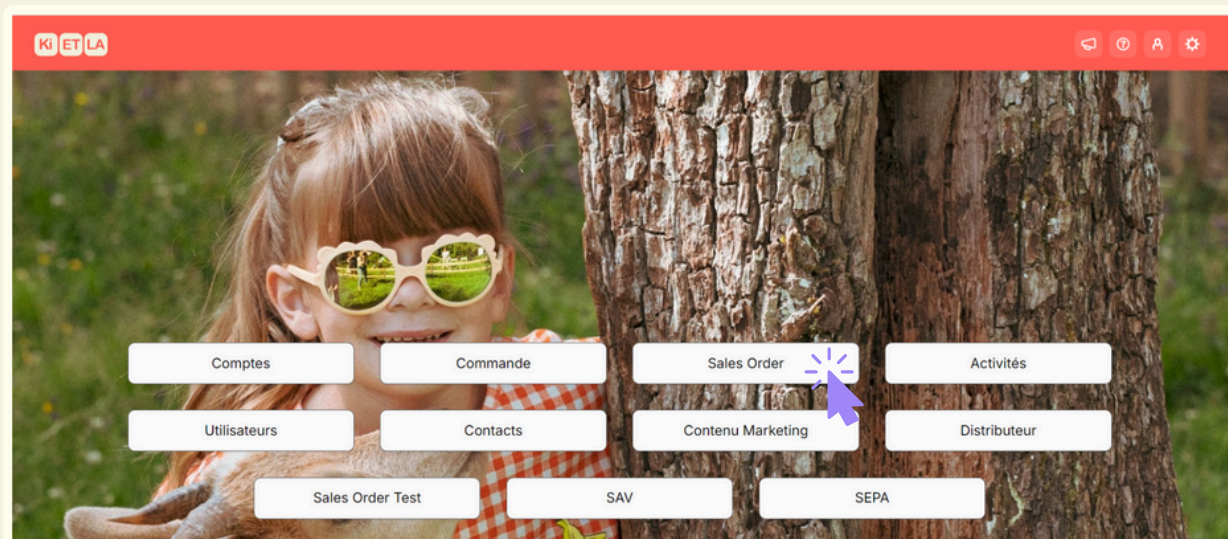
SHOP ONLINE

BtoB

- Orders
- After sales
- Marketing content

Order taking

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



Marketing content

You can now easily access to 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..



OUR AWARDS & PARTNERS

Awards & NOMINATIONS



JANUS DE LA MODE
/ SANTÉ



TOP LABEL CONSOBABY



DESIGN STRATEGIQUE



NOMINATION
SILMO D'OR

Already awarded for the Kapel hat, Ki ET LA received the Janus de la Santé 2018 for its CraZyg-Zag sunglasses, 6 - 12 years old, awarded by the French Design Institute.

Three Top Labels awarded by the parent testers: the Diabola sunglasses, the Kapel hat and the Pop anti-UV t-shirt, which received the highest marks.

The Diabola, scalable and unbreakable baby sunglasses, were awarded the Strategic Design Trophy from the Nantes Atlantique Design School.

The Ourson Made in France unbreakable sunglasses were nominated in 2019 for the Silmo d'or in the category " Child ".

They TRUST US

LE BHV / MARAIS

Natalys
Paris

EDGARD
OPTICIENS

Galleries
Lafayette

**THIERRY
CAILLAT**
(opticiens)

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THANKS YOU !



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