



Kidsensation is a source of innovative ideas and its mission is to offer cheerful, practical and affordable products for children between the ages of 2 and 7. Kidsensation is a single point of contact which selects the **best brands in Europe** and the United States, with the aim of always offering new ideas for retailers who make innovation and their customers' requirements a priority. The products offered by Kidsensation are distributed through the best specialised shops and department stores in Europe. Kidsensation is a **registered trademark** in Europe; the design staff work in the Netherlands and Italy, while all activities are managed by the headquarters in Amsterdam. The modern and flexible logistics infrastructure means they can meet the daily orders of customers from all over Europe.

The common characteristic of all Kidsensation products is **cheerfulness**: the design, colours and materials have been put together to make not only the children smile, but also the person buying the clothing or accessories. This smile comes not only from the items' appearance but also from their quality and price, which is definitely accessible.

The particularly broad product range is subdivided into **three brands** with clearly defined personalities: Kidorable, Bugzz and Kidid.

Kidorable became internationally well-known thanks to its Rain or Shine line of umbrellas, boots and rain jackets to face rainy days with a smile, but which are perfect when the sun is shining too. These colourful and jolly products, inspired by the animal world, have been added to over the years by new items such as backpacks and towels, but always with the original creative idea in mind.

Bugzz quickly became well-known because of the brilliant idea of supplying shops with a range of ponchos, watches and tabards inspired by the cheerful world of animals and packaged in practical and striking displays stands, ideal for attracting the attention of children and their parents.

Kidid is the newcomer to the world of Kidsensation. This new brand, a product of joint Dutch-Italian design, offers the best in terms of style, excitement and practicality. The animal world, which is a world that young children love, has inspired Kidid to present a line that includes swimsuits, sandals, sweat suits, pyjamas, suitcases with wheels, rainhats and windbreakers in four different styles. The vividly coloured packaging and displays increase the visibility of the products.

To ensure that all the articles are showcased appropriately and to create a playful atmosphere to go with the brands, Kidsensation has created an entire range of cheerful and functional **media** to assist retailers in exhibiting the products. In addition to the practical displays, Kidsensation is also providing all the equipment needed to set up a real "shop in shop" within a point of sale. The innovative **"Shop in Shop"** makes it possible to simply and quickly create a customized, colourful and fun Kidsensation corner to highlight the quality of the brands and enchant kids and parents alike.



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