



ÖPKIDS
WE ACT FOR KIDS



NEWS

2019 has been packed with birthday celebrations: Oxybul turned 30 and so did the UN Convention on the Rights of the Child. These two events are the perfect opportunity for us to demonstrate our commitment to WE ACT FOR KIDS. Other end-of-year highlights include the considerable progress we have made with HESSERBraC, our unique festive collections and everyone's willingness to perform to the best of their ability to satisfy our customers. To be continued in 2020!

DECEMBER 2019

OXYBUL CELEBRATES ITS 30TH BIRTHDAY!

This year, the magic of Christmas coincides with a special anniversary: Oxybul is celebrating its 30th birthday!

Thirty years of creation and innovation to help children discover their talents. Thirty years of loyalty to its basic principle and respect for its values and mission: to bring out the best in every child. Time to (re)discover what has made Oxybul such a unique brand for the last 30 years.

[CLICK HERE TO FIND OUT MORE!](#)

BEHIND THE SCENES AT CHRISTMAS

Christmas is clearly a special time in the Oxybul calendar. The pinnacle of the year, November and December are a hive of activity with everyone focused on the same goal: customer satisfaction. Let's take a peep behind the scenes...

On the digital front, a 6-strong team has been monitoring the Oxybul e-shop every weeknight from 7 pm to midnight since the beginning of November. At the weekend, this becomes two 8-person teams working from 9 am to midnight. The aim is to ensure that the online customer journey flows smoothly. "It's intense, but we work all year round to safeguard against any eventualities," François and Olivier explain.

"Christmas means 80% more staff for customer service, ready



to take care of our customers," explains Claire. "The first week of December we dealt with 9,244 individual requests, 35% of which were about deliveries. It's THE hot topic right now!"

On the logistics front, the figures speak for themselves, as Rémi, manager of the warehouse in Dourges explains...

[READ THE ARTICLE](#)



EMPLOYEES AND THEIR CHILDREN INVITED TO PARIS AND ROUBAIX

Oxybul wanted to celebrate this birthday with customers of every age, as well as with staff from the İDKIDS community, their families and their children!

Creative workshops, fancy dress photo competitions, maxi building blocks, crazy races, storytelling and giant friezes were the order of the day.

It was the perfect opportunity for children and parents to enjoy the many Oxybul Talent Brands under the watchful eye of their product managers, who were delighted to be able to test them out in a giant lab!

And because we are our products' best ambassadors, over 200 photos were shared in the Instagram photo competition with the hashtag #30ansoxybul (#30yearsoxybul).

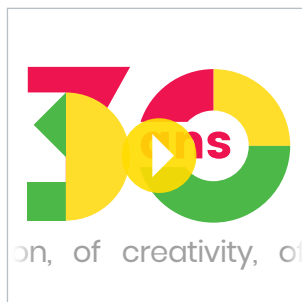
[SEE THE EVENT HERE](#)

OXYBUL AFFIRMS ITS COMMITMENT TO "REAL-LIFE" GAMES



To assert its unique position in the market during the busy Christmas period, Oxybul has decided to affirm its beliefs loud and clear. You can see more on YouTube, and this only the beginning...

[DISCOVER AND SHARE THE CAMPAIGN!](#)



ONCE UPON A TIME THERE WAS OXYBUL



A birthday is the perfect opportunity to take a look back in time.

[THE OXYBUL STORY IN TEN KEY DATES](#)

N'JOY TEACHES OXYBUL STAFF HOW TO MAKE SHOPPING FUN THROUGH PLAY

A strange table on wheels has slipped into Oxybul stores just in time for Christmas. Is it another display unit? "Not at all," explains Coralie, operations manager at N'Joy.

Coralie trained the in-store teams as part of the rollout. "The idea is to create a spontaneous relationship between our staff and customers through play. The unit is the starting point for a pleasant interaction, building connections between people and sometimes helping to pass the time while customers wait (for a till, for example)."



[READ THE INTERVIEW](#)

OXYBUL IN FIGURES

1,200 TOYS AND GAMES

Talent Brands created 3 years ago

7,700,000 NEW TOYS AND BOOKS

sold every year

4,845 NEW TOYS DONATED

to the charities Emmaüs Solidarité, Dons Solidaires and Chemins d'Enfances through the "one star = one toy" campaign in 2018

3,000 PARENT TESTERS

invited to co-design our collections

87,000 SECOND-HAND TOYS, GAMES AND BOOKS RESOLD

by our customers + 18,000 unsold items donated to charity in 2019 as part of İDTROC

OKAÏDI & OBAÏBI CELEBRATE THEIR AFFINITY

The end-of-year collection celebrates the magic of togetherness through positive messages displayed on sweatshirts and graphic pyjamas for children of all ages.

One of the collection's highlights is its dresses, which come in a wide range of styles to suit all tastes and body shapes. Fabrics are comfortable (long live knit fabric!) and festive (velvet, pleated tulle, shimmery) and easy to care for and pass on. Good ideas galore!

[WATCH THE VIDEO](#)



OKAÏDI PRODUCT HIGHLIGHT: OUTERWEAR MARKET DIRECTOR ANNE EXPLAINS THE "CLO" INDEX



The "CLO" (from the word "cloth") index is a global rating system used to measure a garment's thermal insulation. Ratings are awarded by an independent external testing laboratory.

Okaïdi is the only brand in the children's clothing market to have had all its outerwear tested this winter.

[ANNE TELLS US WHY](#)

PYJAMAS WITH MATCHING SOFT TOYS BY OBAÏBI

Obaïbi has a great range of super soft sleepsuits for babies. They also make the perfect gift because they come with a super cute matching soft toy!



[WATCH THE VIDEO](#)

ONE-MINUTE INTERVIEW: THREE OKAÏDI-OBAÏBI CHRISTMAS HITS

A closer look at this season's essential buys.

Must-have festive pyjamas to wear when opening your gifts!



[WATCH THE PYJAMA VIDEO](#)



Another great gift idea: the jacquard sweater

A warm, soft knit with plenty of colour and a graphic pattern ticks all the right boxes. And it's right on trend!



Christmas isn't complete without a pretty dress

"This season, we've taken care to offer a wide range of styles and fabrics to suit all tastes and body shapes," explains Laetitia, director of the Okaïdi-Obaïbi collection.

"My personal favourite? The Ninon dress in knit fabric with tone-on-tone polka dots. It features an empire waist for little girls who still have a rounded tummy, whereas older girls wear it on the waist and enjoy the added benefit of a low ballet-style back."

[READ THE INTERVIEW](#)





OKAÏDI AND THE İDKIDS COMMUNITY CELEBRATE 30 YEARS OF CHILDREN'S RIGHTS

This year, İDKIDS and its brands celebrated 30 years since the United Nations General Assembly adopted the International Convention on the Rights of the Child on 20 November 1989.

[FIND OUT MORE](#)



This anniversary has special significance for Okaïdi as the İDKIDS group's founding and leading brand.

From the start of the winter season 2019, Okaïdi customers, parents and children were all able to show their support for children's rights through five "challenges".

[TAKE ACTION!](#)

A mini-donation campaign to help ASMAE teach children about their rights

is being held from 20 November to 26 December 2019.

[FIND OUT MORE](#)

NEW 'WE ARE WORLD CITIZENS' AUDIOBOOK



A great way to teach children about citizenship and freedom, the audiobook has inspired several concerts and signing sessions at İDKIDS.

[FIND OUT MORE](#)



More determined than ever to fulfil its mission of encouraging every child to be self-motivated, happy and responsible, Okaïdi organized a special day on the Rights of the Child on 23 October.

[WATCH THE VIDEO](#)



Okaïdi and the İDKIDS Foundation also supported the documentary DEMAIN EST A NOUS (Tomorrow is Ours), which tells the story of positive action taken by children around the world.

[WATCH THE TRAILER](#)

DID YOU KNOW?

Every Okaïdi pictogram is inspired by a value related to an article in the International Convention on the Rights of the Child.



ON 19 NOVEMBER, İDKIDS HOSTED THE ÉTATS GÉNÉRAUX DE L'ÉDUCATION

WE ACT FOR KIDS is committed to addressing two main issues:

“What sort of world do we want our children to inherit?” which requires us to minimize the environmental impact of what we do and **“What sort of children do we want to leave the world to?”**

That’s why İDKIDS was keen to support and take an active role in the Etats Généraux de l’Education initiative to jointly build the future of education in France, alongside all those involved in this field.

Three hundred guests took part in the discussion evening organized at İDKIDS head office in Roubaix. Also present were the Mayor of Roubaix, Guillaume Delbar, and the doctor and haptotherapist Catherine Dolto, who has written a number of books.

In addition, there was a video presentation by Christelle Dubos, Secretary of State

to the French Minister of Solidarity and Health.

The theme was **“How best to support children from a very young age (0-6).”**

THE AIM OF THE EVENING was to involve the general public in coming up with new ideas in specific areas through collaborative workshops bringing together experts (charities, professionals, parents, local authorities) and focus groups made up of parents and professionals (also organized by İDKIDS).




[WATCH THE VIDEO HIGHLIGHTS](#)

CONTRIBUTING TO AND VOTING FOR ETATS GÉNÉRAUX DE L'ÉDUCATION PROPOSALS



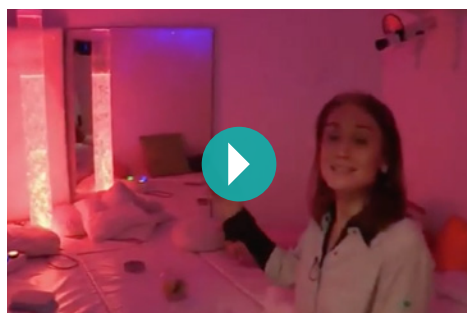
The Etats Généraux de l’Education initiative involves seven French cities, addresses seven major future challenges for education and will lead to the drawing up of an education charter and concrete action plan to be submitted to the relevant government authorities in January 2021.

[CLICK HERE TO CONTRIBUTE](#)

 **WHY ARE WE TAKING AN ACTIVE ROLE IN THE ETATS GÉNÉRAUX DE L'ÉDUCATION INITIATIVE? JÉRÔME OBRY, MD OF THE RIGOLO COMME LA VIE CRÈCHE NETWORK, TELLS US MORE.**

INNOVATIVE EDUCATION: SPOTLIGHT ON THE RCLV INCLUSIVE CRÈCHE

Of the 25 children at the Noémie crèche, 8 have multiple disabilities. There are only 2 crèches like this in the whole of France!



[SEE THE REPORT](#)

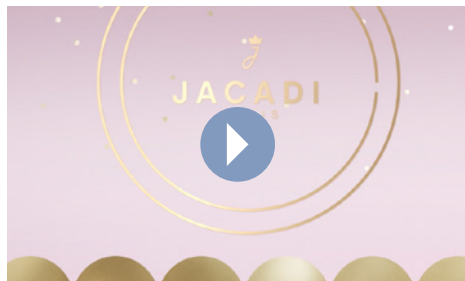


“Our mission is to optimize the investment in education by regularly reviewing current arrangements to make sure they meet the needs and expectations of families and children now and in the future. Because the challenge of education is a shifting one. That’s why this collaborative Etats-Généraux de l’Education project appealed to us: because it’s essential to bring together different yet complementary mindsets (even opposing ones) to serve the greater interest of children and families who represent our country’s future!”

[READ THE REST OF THE INTERVIEW](#)

JACADI PARIS: A STAR-STUDED CELEBRATION

Inspired by the transatlantic ocean liners of the 1920s, Jacadi's formal wardrobe sails effortlessly between sea and sky, blown by a couture breeze. Dresses dazzle in pleated tulle and velvet. Deep shades of red and blue are sprinkled with touches of gold and stardust. Details abound, bows are everywhere, embroidery is sophisticated and ruffles are generous. All ready for the most wonderful night of the year...



[WATCH THE VIDEO](#)



COMMUNITY RESPONSIBILITY: JACADI LAUNCHES ITS “*Jacadi* X *Tohana*” CHARITY TOTE BAG WITH THE HELP OF THE İDKIDS FOUNDATION

Based on a social business model, this project teaches Madagascan women in very vulnerable situations to sew bags from leftover stocks of exclusive Liberty® fabrics.

They will be on sale from 8 January 2020 in selected Jacadi stores in France and on the website.

All of the profits will be donated to the Tohana charity to help sustain its activities.

Sophie Vilao, a buyer at Jacadi and the project's sponsor, tells us more in this video.



[WATCH THE VIDEO](#)



FROM REASONABLY PRICED TO PREMIUM, JACADI OFFERS SOMETHING FOR EVERY BUDGET THIS CHRISTMAS

PREMIUM NEWBORN COLLECTION: ALL THE EXCELLENCE OF JACADI PARIS FOR BABY'S FIRST DAYS

To meet the demand for premium newborn gifts, especially overseas, Jacadi Paris has designed two new outfits this season that reflect all the excellence of its savoir-faire.

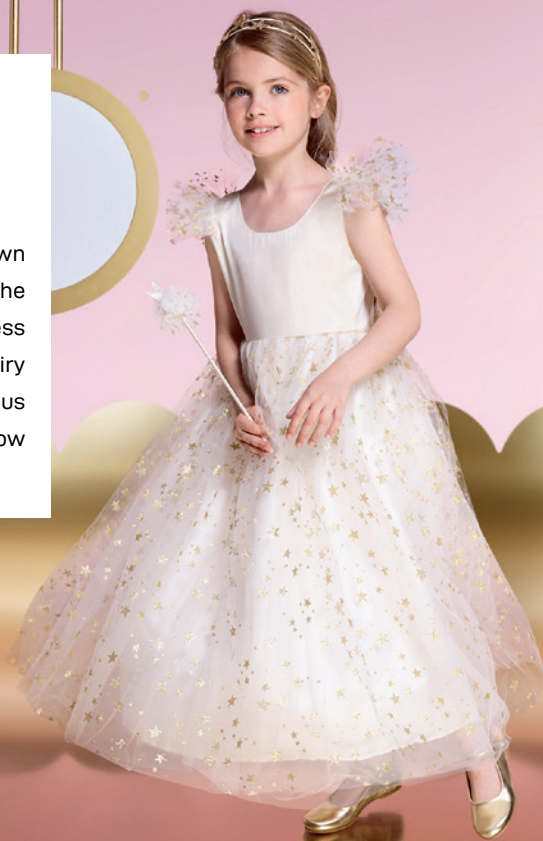


[READ MORE ABOUT THE PRODUCTS](#)



JACADI 2019 ENCHANTING FANCY DRESS

A shower of stars rains down upon the pleated tulle of the Jacadi Paris 2019 princess costume. Or maybe it's a fairy costume? Only the gorgeous little girls who wear it know the answer...



MY FIRST CHRISTMAS: A JACADI SURPRISE TO SLIP UNDER THE TREE

Bodysuit with iconic collar and bag, both embroidered with "Mon Premier Noël" (my first Christmas), and mini soft toy at a low price.

THE LESS IS MORE APPROACH TO CHRISTMAS: THE NEW BUBBLE MAGAZINE TELLS US WHY AND HOW!



Christmas is the perfect time to adopt the 'less is more' approach to gift giving! The new Bubble magazine suggests that families take the time to think about their wants and needs and how to express their thanks. And it's all done with children through play and stories.



BUBBLE KIDS: DISCOVER THE OTHER SIDE OF BUBBLE... ..ON THE BACK!

[DISCOVER BUBBLEMAG](#)



JOYVOX CELEBRATES "CHRISTMAS IN PARIS" WITH A SIGNING SESSION!

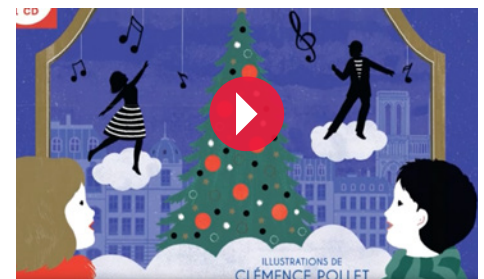


The culture and music publishing label JoyVox has released a new audiobook entitled "Noël à Paris" (Christmas in Paris), which gives a Parisian jazzy-swing twist to some of the best Christmas songs.

See the interview with its illustrator Clémence Pollet, who has been running workshops and signing sessions in Jacadi and İDKIDS stores in the lead-up to Christmas. Jacadi et İDKIDS avant Noël.

INTERNATIONAL NEWS: SPAIN DISCOVERS İDKIDS AND OXYBUL

Enjoy a guided video tour of the brand new İDKIDS store in Madrid, filmed by its staff. Located in the Islazul Carabanchel shopping centre, the store covers 600 square metres and enters the market with the full Okaïdi-Obaïbi product ranges and a Creative Lab. It opened on 11 October.



[WATCH THE VIDEO](#)

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