



# LAPIN HOUSE



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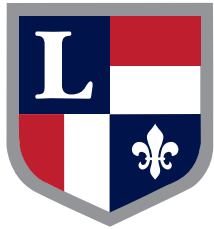
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## WELCOME TO LAPIN HOUSE 'S WORLD



“The Lapin House brand began with a flash of inspiration... my children!  
My vision was to create a children's brand that would reflect the uncompromising approach to quality, style and attention to detail.

Many talented individuals, as well as my own children, have joined me in my journey and become part of the company's extended family, serving the children's world with unlimited passion and knowledge.

It is due to them that, for nearly 40 years now, Lapin House has grown over 102 stores around the world and become a pioneer in the field of children's apparel. Today, the company continues to expand, as we open new stores and enter new markets.

Still, our people's passion and commitment to providing unique children's products remains unchanged.

On behalf of Lapin House's family, I would like to welcome you to Lapin House's world of quality, style, creativity and innovation!

We hope that you love it as much as we do... ”

STAVROS PAPAIOANNOU



## LAPIN HOUSE IN SHORT

Lapin House is celebrating **40 years** as a pioneer in the field of children's wear. It has been years filled with creativity and smiling children!

Guided by **quality** and **specialized know-how**, combined with a **unique aesthetical point of view** that characterizes "**Lapin House**", we are creating exquisite children's wear collections and forming new fashion trends. As a reflection of our efforts, we have been internationally acknowledged as one of the most influential brands in the field of children's wear and in 2016 we were awarded the "**Super Brand**" title!

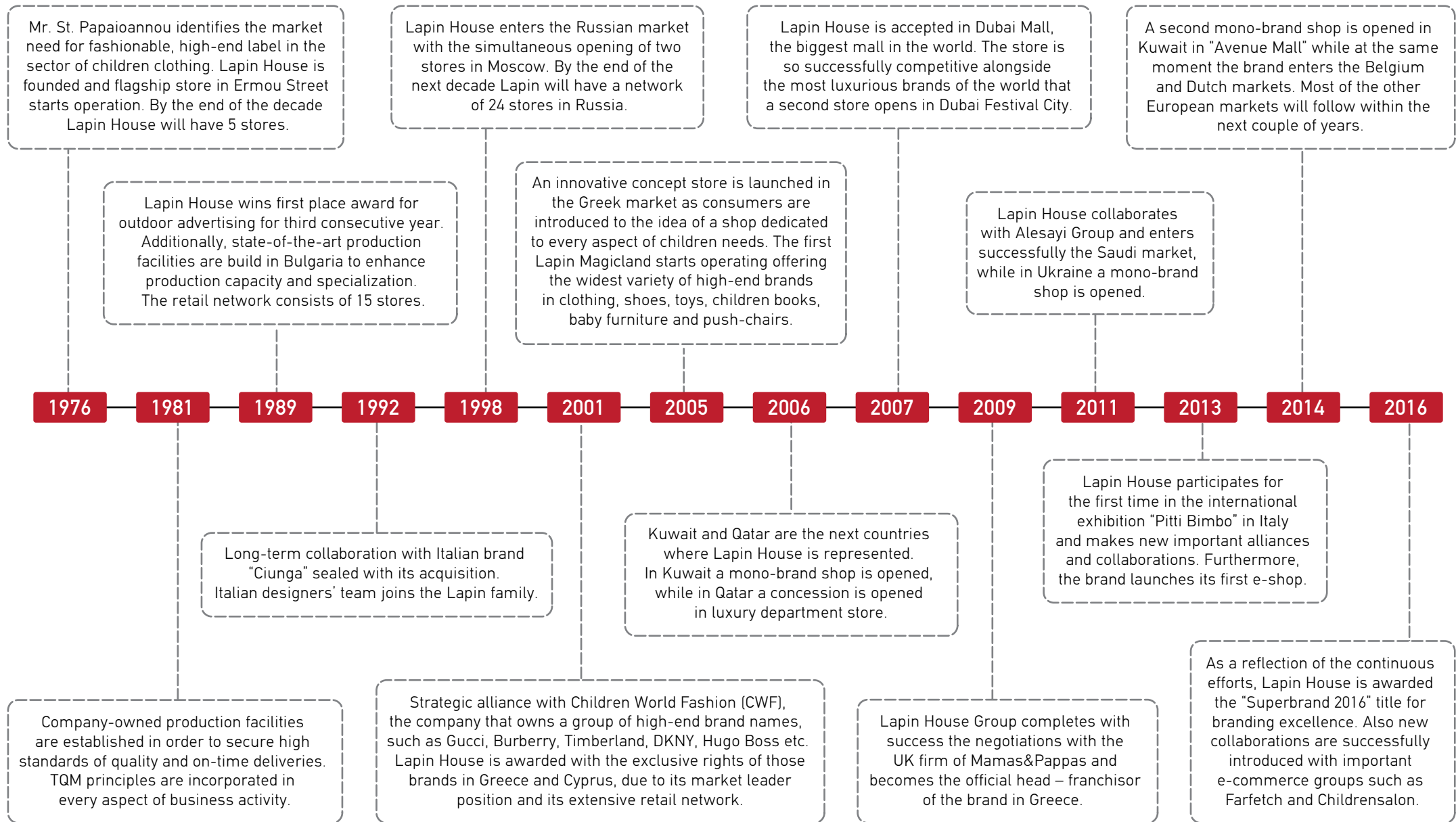
While creating our own products, Lapin House has been working for more than 25 years with high-end European fashion houses that produce children's wear, shoes, accessories, nursery essentials and toys. We have also been the **exclusive distributor** for brands such as: Burberry, Polo Ralph Lauren, Mamas & Papas, Timberland, DKNY, Gucci, Hugo Boss, Blumarine, Prada, Moschino etc.

Based on our years of experience, along with our **innovative and conceptual children's stores**, and our highly **competitive products**, Lapin House is rapidly developing an international retail network, through **franchises** and other forms of co-operations.

Our goal at the "**Lapin House**" family has always remained the same: to offer the very best for our kids....  
**The most beautiful kids in the world!**



# TIMELINE



# OUR PRODUCT

## QUALITY STANDARDS

Since 2000, Lapin House has been certified with the international standard **ISO 9001**. This certification covers all aspects of our operation. The continuous audits by the international certification body, Bureau Veritas Certification, ensures and highlights the high quality standards in terms of product, customer service, and continuous improvement efforts.

excellent  
quality  
unique  
design &  
emphasis on  
detail

- **PRODUCTION PROCESS** The first step of our production process (product designing) is performed in **Greece** and **Italy**, while the second step (production) takes place in three highly specialized **European factories**.
- **KEY FEATURES** The key features of the unique Lapin House product are:
  - excellent **quality** of fabrics
  - **design** supremacy
  - full compliance with **European Safety Standards**
  - emphasis on **detail** during every step of the production process
  - fashionable **comfort** and sporty **elegance**

And... lots of love and tenderness for the kids!



# OUR PRODUCT

## LAPIN HOUSE 'S COLLECTIONS

Every year we create two Lapin House Collections: **Fall / Winter** and **Spring / Summer** Collections. Each one is developed under the highest standards and offers over **700 different designs** in children's clothing and accessories. They are divided as follows:

### LAPIN GIRL

#### LAPIN HOUSE TINY GIRL: 0 - 12 months

A cute, romantic and funny line inspired by and created for all newborn princesses!

#### LAPIN HOUSE BEBE GIRL: 6 months - 8 years

This line is a tribute to childhood and optimism! Here comfort meets creativity and quality so that elegant clothes can become part of our little girls' daily routine.

#### LAPIN HOUSE JUNIOR GIRL: 2 years - 14 years

A fresh and sophisticated line, sensitive to new fashion trends. Full of positivity and energy, this line can charm younger girls as well as teenagers!

#### LAPIN HOUSE BASIC GIRL: 12 months - 14 years

This is a casual line combining comfort and style. It is also proof that simplicity is temporal and always elegant.

#### LAPIN HOUSE CEREMONY GIRL: 6 months - 8 years

A unique line dedicated to our little princesses' most important moments. Emphasis is given to quality fabrics, sophisticated details and originality.





## OUR PRODUCT

### LAPIN BOY

#### LAPIN HOUSE TINY BOY: 0 - 12 months

Cute and fun, it accompanies our boys in their first years. It offers fashionable and comfortable items.

#### LAPIN HOUSE BEBE BOY: 6 months – 8 years

A line with great character, ideal for our little boys' daily routine! It is classic, yet has surprising details and innovative graphics.

#### LAPIN HOUSE JUNIOR BOY: 2 years – 14 years

Made of elegance, this line offers fashionable and comfortable items for all occasions designed to please the younger boys as well as teenagers!

#### LAPIN HOUSE BASIC BOY: 12 months – 14 years

Clean-cut lines with a touch of glamour. A fresh and modern line for school as well as our children's free time.

#### LAPIN HOUSE CEREMONY: 6 months – 8 years

Elegant, romantic and sophisticated, for very special occasions and events. A line recognizable by its elaborate details with emphasis on quality fabrics and original designs.





# OUR STORES

## OUR STORE FORMATS

The Lapin House retail network has a **wide range of store formats**, designed to be the perfect showcase for our products, as well as offer **flexibility** and **adaptability** to all market conditions.

our  
wide  
range  
of store  
formats  
offers  
flexibility  
& adaptability

- LAPIN HOUSE FLAGSHIP STORES (120+sqm)
- LAPIN HOUSE BOUTIQUES STORES (80+sqm)
- LAPIN HOUSE CONCESSIONS STORES (40+sqm)
- LAPIN MAGICLAND (1.000+sqm)

NEW concept



## OUR STORES

### LAPIN HOUSE FLAGSHIP STORES (120+sqm)

Our flagship stores, located in **prominent locations** such as malls and popular shopping districts, plays a pivotal role in communicating our values to our perspective customers. They have specialized sections for infants, toddlers, and juniors, as well as accessories and shoes.





## LAPIN HOUSE FLAGSHIP STORES (120+sqm)





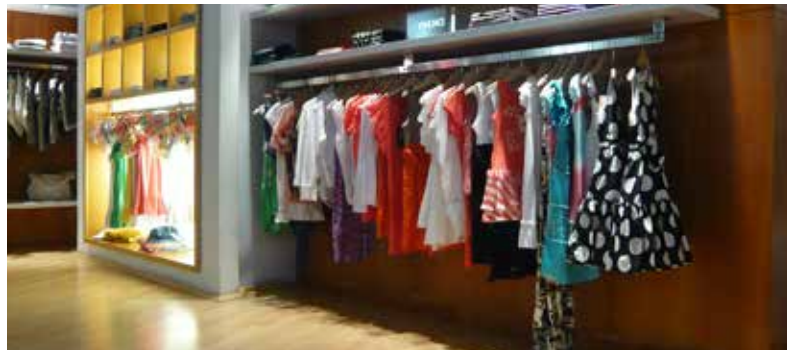
## LAPIN HOUSE FLAGSHIP STORES (120+sqm)



## OUR STORES

### LAPIN HOUSE BOUTIQUE STORES (80+sqm)

Our boutique format stores offer a unique shopping experience, providing you with a high level of customer care within a high foot traffic retail environment.





## OUR STORES

### LAPIN HOUSE CONCESSIONS STORES (40sqm)

Our concessions stores are designed with the same care and spirit that represents Lapin House, reaching customers directly through prime department store locations, making the high quality of our products accessible to all.





## OUR STORES

### LAPIN MAGICLAND (1.000+sqm)

Our **new**, innovative concept Stores! Located in key areas of major cities makes us an easily accessible shopping (and not only!) destination. Quality, comfort, and a large **variety of children's products**, including nurseries, furniture, interiors, toys, gifts, cosmetics, baby and children's clothing, shoes, books etc. are just part of what the **MagicLand** experience has in store for you!



## LAPIN MAGICLAND (1.000+sqm)





## LAPIN MAGICLAND (1.000+sqm)





## OUR STORES

### INSTORE PROMOTIONAL ACTIVITIES

#### OUR CUSTOMER SERVICE AND PROMOTIONAL ACTIVITIES

Lapin House emphasizes the best customer service possible within the stores. This is the number one reason why we stress so much importance on providing a unique and personable service. And we choose promotional activities that highlight the products and showcase the Lapin House corporate image.

#### ONE-ON-ONE FASHION ADVICE

All of our stores are staffed with highly experienced sales professionals, who are knowledgeable in all aspects of children's apparel. They are always willing to provide our customers with sound buying advice in every aspect of children's fashion.

#### GIFT LIST SERVICE

Our gift list service can be found in all of our company stores. This is the perfect way to purchase a gift because you know exactly what the person wants or needs.

#### EVENTS

We also organize children's events in our stores, allowing the children to play together, compete in games, paint, watch a muppet theater or listen to a fairytale reading, which provides everyone with a unique shopping experience.

#### VIP CLUB

Our VIP Club offers special privileges and reinforces significant customer loyalty in the company.

#### PACKAGING

Lapin House creates original and super impressive packages for every special occasion, allowing our customers to choose the colour, size, and design of their paper bag, or create the box and gift package they desire!

#### FAVOR GIFTS

Lapin house offers to our little friends special surprise gifts on special occasions.

#### OUR MAGAZINE

Every season we create "Lapin Kids" magazine in order to present our new collection as well as inform our clients for the latest corporate developments!



## OUR STORES

### INTERNATIONAL RETAIL NETWORK

Lapin House has developed an extensive sales network which operates in more than **22 different countries** (*Dubai, Abu Dhabi, Kuwait, Qatar, Georgia, Armenia, Ukraine, Russia, Saudi Arabia, Austria, Italy, Canada, Switzerland, Spain, China, Cyprus, Greece, Monaco, Belgium, Holland, U.K. etc*), currently counting **102 Lapin House stores** all over the world.



# BECOMING OUR PARTNER - HOW WE SUPPORT OUR PARTNERS

A partnership brings together the unique qualities and strengths of both partners. Lapin House brings an established brand and successful business format, whereas our partners bring local market knowledge, access to financial capital and suitable property in the local market.

## • HOW WE SUPPORT OUR PARTNERS

### COMMERCIAL PRODUCT

Our Design Team has a wealth of experience in researching and developing an extensive range of unique, high quality, innovative products taking into consideration the fashion trends as well as the special conditions and habits of each market. That way our products stand apart from the competition, providing significant sales potential in our partner's market.

### SET UP AND OPERATIONAL MANUAL

Lapin House supplies its partners with an important tool called "Set up and Operational Manual" that presents and explains the practices and standards for launching and operating a Lapin House store in accordance with our brand.

### TRAINING OF PERSONNEL AND ANNUAL RETAIL SEMINAR

Our Expert Team visits all Lapin House stores offering on-the-spot training to their personnel as far as retail sales, merchandising and marketing is concerned. In addition, Lapin House's annual retail seminar offers our partners the opportunity to familiarize themselves with brand management guidelines and keep up-to-date with our network's latest developments.

### SUPPLY OF PROMOTIONAL MATERIAL AND ADVERTISING SUPPORT

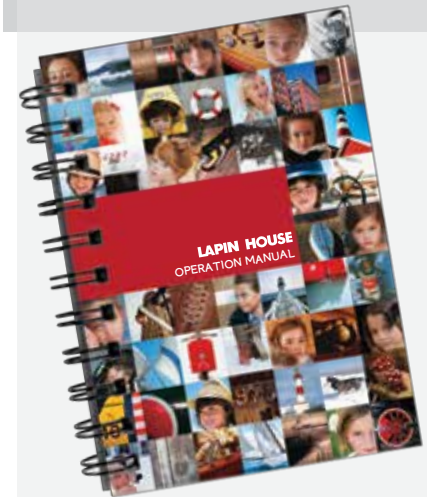
We supply our partners with an extensive range of promotional material that highlights our products and showcases our corporate image such as: various types of packaging, favor gifts, V.I.P. cards, Lapin House magazines, DVDs showing new collections etc. As far as advertisement is concerned, we support our partners via our official website as well as our magazine.

### ON GOING MERCHANDISING SUPPORT

Each season our Merchandising Team supplies all Lapin House stores with window display concepts along with the relevant guidelines, photo material and a DVD showing the new collection and its key products.

### ONGOING MARKETING SUPPORT

Our in-house marketing experts offer ongoing marketing support and clear guidance to all our partners. We create additional promotional material according to our partners' particular needs and work with them to deliver effective and impactful marketing.





# CORPORATE AND SOCIAL RESPONSIBILITY

LAPIN HOUSE has always tried to demonstrate its love for children through actions. Hence we have built our company based on respect for people, society and the environment. The following are only few examples of the activities carried out by LAPIN HOUSE in relation to CSR:

- Support of various institutions dedicated to children such as "ELPIDA" (ΕΛΠΙΔΑ) "ΤΗΕΟΤΟΚΟΣ" (Η ΘΕΟΤΟΚΟΣ), "ΤΟ ΧΑΜΟΓΕΛΟ ΤΟΥ ΠΑΙΔΙΟΥ" (ΤΟ ΧΑΜΟΓΕΛΟ ΤΟΥ ΠΑΙΔΙΟΥ).
- Carrying out events in our stores, in which children participate for free in various activities, games and entertainment while developing their creativity, imagination, and social skills.
- Creation of a robust working environment, where our personnel can develop its skills and knowledge. We also offer the possibility of free participation in training programs that deal with issues relative to their professional career objectives.
- Implementation of a program to replace high-energy consumption appliances with more environmental friendly appliances, as well as recycling the raw materials we use and participation in reforestation.
- Carrying out advertising campaigns in order to raise public awareness on environmental issues, communicate messages against war, and help social groups affected by natural disasters.

And the effort is ongoing....

## Lapin House fashion shows give HOPE!

Every year we organize a fundraising children's fashion show at the Zappeion Megaro in collaboration with the Association of Friends of Children with Cancer 'ELPIDA'



## CONTACT US

If you are interested in becoming a member of Lapin House's international family and would like further information, please contact our International Business Development Team at:

**Address** 4 Gonata str., 12133 Peristeri, Athens, Greece  
**e-mail** f\_miliou@lapinhouse.com  
**Tel** (0030) 210 5706100  
**Fax** (0030) 210 5706166

[www.lapinhouse.com](http://www.lapinhouse.com)

*The End*

