CWF to produce Sonia Rykiel kid’s line

By Sarah Ahssen - 16 June 2022

French children's fashion company Children Worldwide Fashion (CWF) is strengthening its portfolio of licensed brands. A few months after signing a licensing agreement with American label Michael Kors to develop its kid’s collections, CFW is now adding Sonia Rykiel to its portfolio, which already includes 14 licenses with brands such as Aigle, Givenchy, Karl Lagerfeld, Kenzo and others, as well as three of its own brands including Billieblush.
CWF has just signed a global licensing agreement with American group G-III, which acquired Sonia Rykiel in September 2021 from Eric and Michael Dayan, founders of Showroomprivé, who acquired the rights to the brand in December 2019.

The alliance between CWF and G-III is no coincidence, as the French group already develops Karl Lagerfeld's children's collections under license from G-III, as well as DKNY, which is owned by the American group.

Sonia Rykiel’s kid's line, previously developed by Make Fashion Studio since 2017, is an extension of the women’s ready-to-wear line and stays true to the brand's identity with stripes, rhinestones, knitwear, and hearts galore. The first collection by CWF will be released in Spring/Summer 2023 and will be composed of 80 pieces for girls aged four to 16.

In 2021, CWF claims to have distributed more than eight million pieces in 80 countries through its 2,500 points-of-sale, including 350 department stores, 70 e-tailers and 65 Kids Around stores, its own multi-brand concept. However, the group’s turnover was not disclosed.

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