



Company Profile

Index

Overview	p. 1
Mission	p. 2
Store Concept	p. 3
Product	p. 4
Design & Product Development	p. 5
Supply Chain & Operations	p. 6
Quality	p. 7
Sustainability	p. 8
Communication	p. 9
E-commerce & CRM	p. 10
Social Media	p. 11

Overview

Blukids is the clothing brand of Upim dedicated to children.

It is a OVS Spa brand, Italy's leading Group in the Italian apparel market with over 1750 stores in Italy and abroad.

Blukids is a destination for a good value and accessible shopping addressed to meet the daily needs of parents and kids.

Over 250 Blukids stand-alone stores in Italy and abroad

200 Blukids corners in the Upim stores

Store average selling area about 130/150 sqm



Mission

Blukids is Upim clothing brand dedicated to children. Its mission is to offer “active” clothing for kids aged from 0 to 15 years, following all the growing stages, with a wide range of everyday, low-price clothing.

The collections stand out for their quality and the use of natural fibers, always at competitive prices.



2



Store Concept

The stand-alone stores are mainly located through the city centers, in residential areas and in shopping malls. The Blukids corners are inside the Upim stores (full format) and in some specialty stores selling toys and children's products.

The spaces are characterized by clean-cut designs and the attention to the use of eco-sustainable materials: light wood and hemp painted with kids' handprints, combined with bright colors and a low-intensity lighting.

The store is divided in different areas that are designed to accompany customers through the different age collections.



3



Product

Blukids offers baby (0-36 months), kids (2-9 years) and junior (9-15 years) collections.

Underwear, accessories, footwear and toys complete the offer.

The collections also include customized garments with Disney cartoons, Warner Bros, Marvel and many more.

The collections are styled in Italy. All the products are thought and made to be comfortable and fun for the kids to wear and designed for all the different occasions.



4



Design & Product Development

Blukids operates with an in-house team of designers and modelers that constantly collaborate with external professional figures to guarantee a constant renewal of the collections.



Supply Chain & Operations

Our Group sources the products from the best sourcing areas in the Mediterranean basin, Far East and Italy.

It has a long-standing global sourcing organization based in Hong Kong, Shanghai, New Delhi, Dhaka and Istanbul employing almost 300 people dedicated to supplier scouting, production and quality control.

The supply chain is managed through a network of international service providers and in Italy by two warehouses based in Milan and Piacenza. Yearly volumes are more than 180 million items. Products are distributed to the network based on store needs and according to a daily plan.

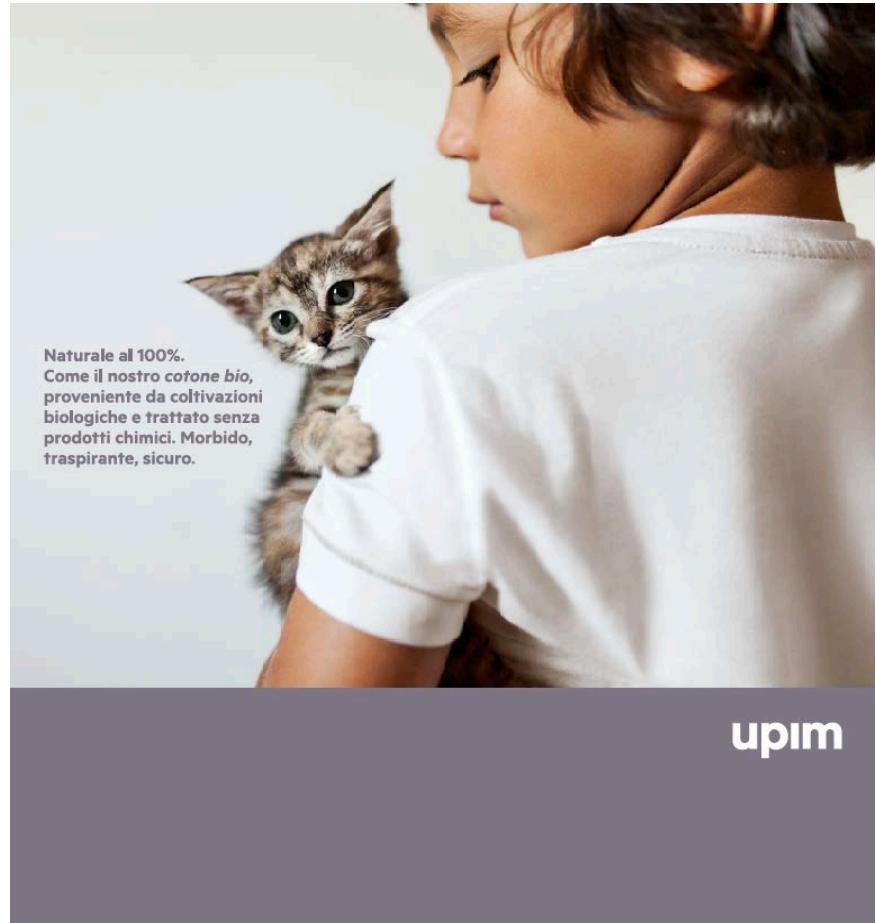


Quality

Blukids considers quality as an essential pre-requisite.

This is why we have a company quality assurance department to guarantee that the quality of all our products complies with standards in terms of in-house requirements and current legislation with regard to production, materials and procedures.

For many childrenswear and underwear products Blukids is certified by Oeko-Tex 100 (class I and II) checking the levels of noxious chemical substances contained in the garments.



Naturale al 100%.
Come il nostro cotone bio,
proveniente da coltivazioni
biologiche e trattato senza
prodotti chimici. Morbido,
traspirante, sicuro.

upim

Sustainability

Blukids has put sustainable innovation at the heart of its production activities, aware of its importance for the future of the environment and for its customers.

97% of the cotton used in the collections is organic.

100% of the denim is environmentally sustainable and made without potassium permanganate.

Part of the New Born collection is made of bamboo fiber, eco-friendly and with a low environmental impact. The garments are hypoallergenic, antibacterial, soft, breathable and durable.

Blukids is a OVS Spa brand. It is the first Italian company to be part of the Better Cotton Initiative, to source cotton that reduces water usage and chemicals. OVS Spa was included in the organisation's top 15 "Better Cotton Leaders" in 2018.



Communication

The communication concept of Blukids represents real children, not the stereotype kids seen in advertisements. Children running, laughing, getting dirty, hugging each other. Their beauty consists in being authentic and the clothes they wear are cut for this lifestyle.



9



E-Commerce & CRM

Blukids.com



BLUKIDS CARD: 250.000 active card holders

The header of the Blukids website. It features the Blukids logo, a search bar, and navigation links for "maschile", "femminile", "nuovi", "berretti", "regali", "arredo", "editoriale", and "bluCard". Below the header is a large image of children wearing winter clothing, with the text "TENERI ABBRACCI" overlaid.



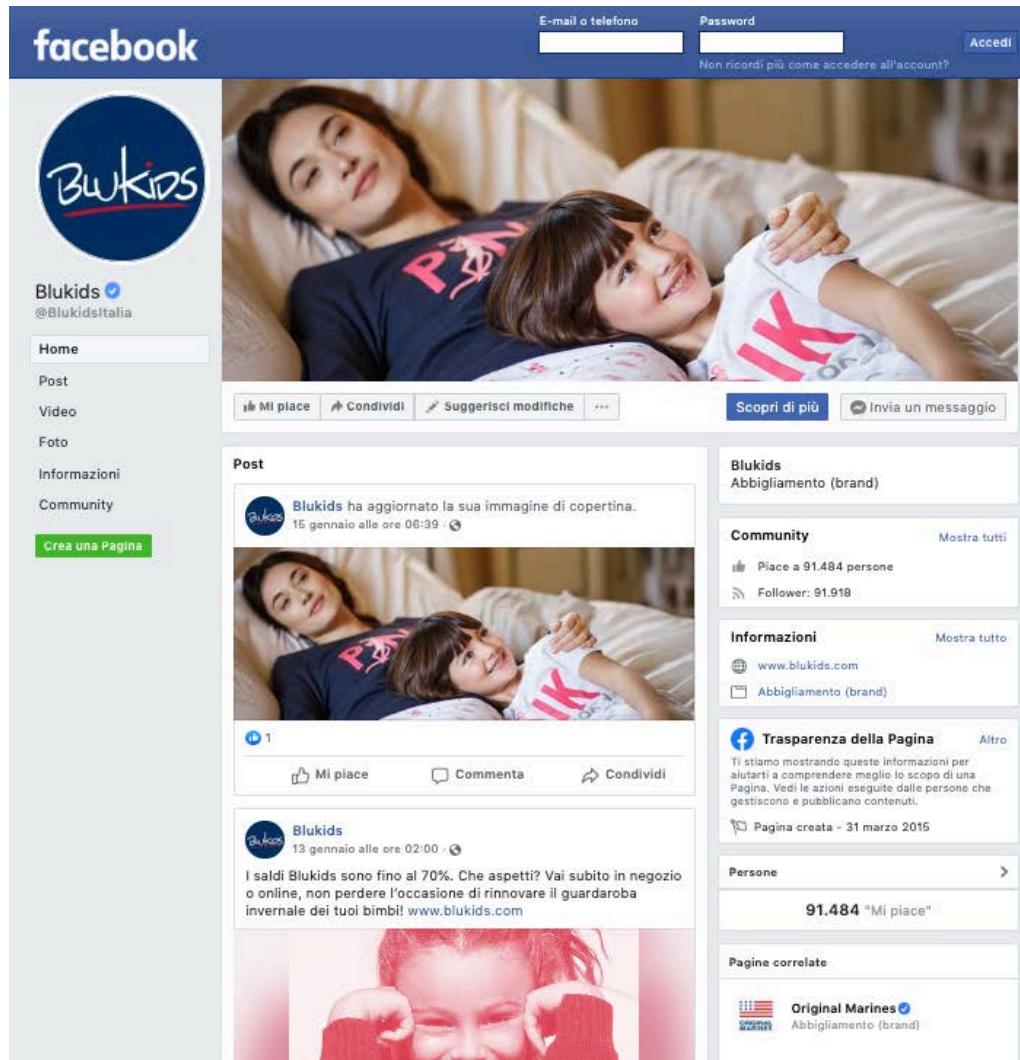
10



A horizontal slider on the Blukids website featuring two images. The left image shows a boy and a girl sitting on beanbags with the text "Nuove Sfide!". The right image shows a girl wearing a large white knit hat with the text "Mondi da inventare". Below each image are small buttons for "scopri di più" and "nuovissimi bambini".

Social Media

facebook



E-mail o telefono Password Accedi
Non ricordi più come accedere all'account?

Blukids  @Blukidsitalia

Home Post Video Foto Informazioni Community Crea una Pagina

Post

Blukids ha aggiornato la sua immagine di copertina. 15 gennaio alle ore 06:39 · 



1 Mi piace Commenta Condividi

Blukids 13 gennaio alle ore 02:00 · 

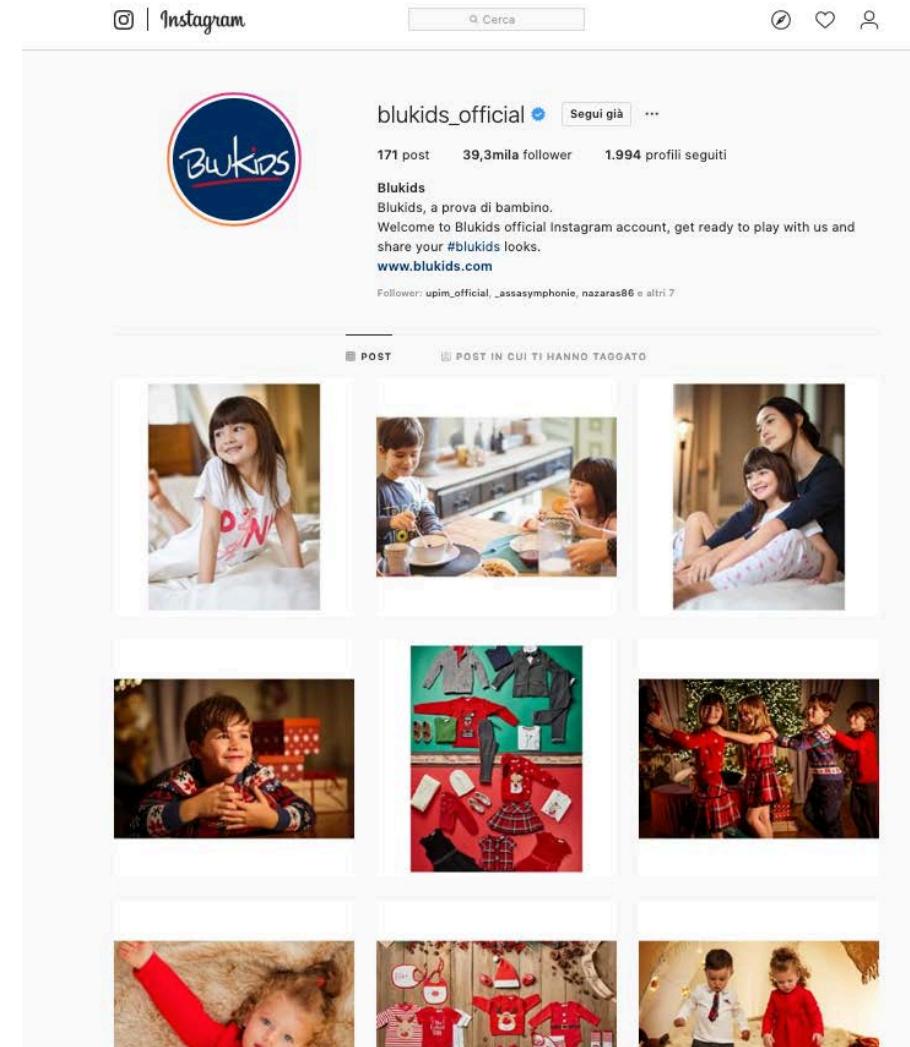
I saldi Blukids sono fino al 70%. Che aspetti? Vai subito in negozio o online, non perdere l'occasione di rinnovare il guardaroba invernale dei tuoi bimbi! www.blukids.com



Blukids 91.484 "Mi piace"

Pagine correlate  Original Marines  Abbigliamento (brand)

Instagram



Blukids_official Segui già ...
171 post 39,3 mila follower 1.994 profili seguiti

Blukids, a prova di bambino. Welcome to Blukids official Instagram account, get ready to play with us and share your #blukids looks. www.blukids.com

Follower: upim_official, _assasymphonie, nazaras86 e altri 7

POST POST IN CUI TI HANNO TAGGATO



11

BLUKIDS
Via Terraglio 17
30174 Venezia Mestre
www.blukids.com