

Loulou Lollipop

Booth # Hall 10.1 | C038a



Loulou Lollipop Announces Strategic International Expansion

Beloved North American Brand Brings Premium, Safe, and Sustainable Baby Essentials to New Global Markets

Kind + Jugend – Loulou Lollipop, a leading designer of safe, sustainable, and stylish baby essentials, is proud to announce its latest phase of international expansion. Long recognized as a trusted brand in North America—with placement at major retailers including Babylist, Nordstrom, Target, Clement, Indigo Chapters, West Coast Kids, and hundreds of premium independent boutiques—Loulou Lollipop is now bringing its signature blend of modern design and uncompromising safety standards to families worldwide.

In 2025, Loulou Lollipop partnered with key international distributors to introduce its products to new markets, including **Yodee International** (Taiwan, Vietnam), **Bichos Atrevidos** (Spain, Portugal), and **Mexex** (Mexico). These collaborations mark a significant milestone in the brand’s mission to provide high-quality, eco-friendly products that support both baby’s needs and parents’ peace of mind.

“With a strong foundation in North America, we are thrilled to share Loulou Lollipop with families across the globe,” said David Sullivan, Sales Director of Loulou Lollipop. “Our new distributor partnerships are just the beginning—we’re committed to building long-term relationships in each market and continuing to expand thoughtfully and strategically.”

Looking ahead, the latter half of 2025 and into 2026 will see Loulou Lollipop expanding into **key markets in Europe, Asia, Australia, and South America**, further cementing its position as a global leader in premium baby products.

Visitors to the **Kind + Jugend** show in Cologne can explore Loulou Lollipop's latest collections at # Hall 10.1 | C038a including new collection *Celestial Adventures* and to learn more about upcoming global partnerships.

About Loulou Lollipop

Founded in 2015, Loulou Lollipop creates premium baby essentials that combine safety, sustainability, and modern design. From mealtime to playtime, every product is crafted with high-quality materials and thoughtful details that parents can trust. Available in leading retailers across North America and in growing markets worldwide, Loulou Lollipop is dedicated to making everyday moments more beautiful and joyful for families everywhere.

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