

2022



COMPANY PROFILE

pag. 3	ABOUT US
pag. 4	MISSION
pag. 5	THE PRODUCT
pag. 6	THE SHOPS
pag. 8	DESIGN & PRODUCT DEVELOPMENT
pag. 9	SUPPLY CHAIN & OPERATIONS
pag. 11	QUALITY
pag. 12	SUSTAINABILITY AT THE CENTER
pag. 16	COMMUNICATION
pag. 18	CRM
pag. 19	WEB&SOCIAL



# BLUKIDS IS A CLOTHING BRAND SPECIFICALLY FOR KIDS

It is a brand of OVS SpA, the Italian leader in the clothing sector, with over 1800 shops in Italy and abroad. It is a point of reference for service shopping at value for money, accessible prices **to meet the actual needs of families.**

Blukids currently features **300 shops** in Italy and abroad and over **300 corners in the Upim stores.** The average sales area of the shops is **130 - 150 square meters.**





# CLOTHING FOR KIDS FROM 0 TO 15 YEARS OLD

Blukids' mission is to provide clothing for kids from 0-15, suitable for every stage in the growing up process and including every day, low-price offers. The collections stand out for their quality and **use of natural fibres**, always at a competitive price.

# BLUKIDS COLLECTIONS: ITALIAN STYLE AND CERTIFIED QUALITY

COMPANY PROFILE

Blukids accompanies kids **as they grow**, at any moment during the day, from school to special occasions. Blukids offers collections for **baby** (0-36 months old), **kids** (2-9 years old) and **juniors** (9-15 year old), which stand out for their quality and affordable prices.

Underwear items and accessories complete the product offer.

The collections also include garments customised with **Disney**, **Warner Bros** and **Marvel cartoons**.







## STAND-ALONE SHOPS ARE MAINLY LOCATED IN CITY CENTERS, CITY DISTRICTS AND SHOPPING MALLS

Blukids corners can be found **inside full format Upim stores** and in chains specialised in the sale of toys and children's products.

The shops stand out for their clean style and **attention to eco-sustainability in choosing materials**: light wood and hemp painted with children's footprints combine with bright colours and soft lighting.

The stores are split into different areas designed to guide customers **across the various age ranges**.







# BLUKIDS FEATURES AN IN-HOUSE TEAM

COMPANY PROFILE

Blukids features an in-house team of **designers, product managers and pattern-makers** who constantly collaborate with external professionals to ensure innovation in the collections.





# OUR GROUP SUPERVISES THE ENTIRE SUPPLY CHAIN

**Sourcing, scouting and quality control:** Upim closely monitors the entire supply chain, thanks to a highly specialized structure comprising approximately 300 employees in its buying offices in Bangladesh, China, Hong Kong, India and Turkey. The supply chain is managed through a network of international providers, who manage a volume of **50 million items per year**.

The products are distributed to the sales network according to the daily needs of each shop.









# FOR BLUKIDS, QUALITY IS A FUNDAMENTAL REQUIREMENT

Product quality is guaranteed by **lab tests** and inspections carried out every year by independent suppliers and agencies, to ensure compliance with internal standards and current legislation on production, materials and procedures. Many clothing and underwear items from BluKids are **Oeko-Tex-certified** (class I and II) to guarantee that no harmful substances are used in the products.





# AWARE OF ITS IMPORTANCE FOR THE ENVIRONMENT'S FUTURE

BluKids placed sustainable innovation at the centre of its manufacturing activities, aware of its importance for the environment's future.

Starting from the FW21 collection, **100% of the cotton used by Upim is certified organic**, recycled or originating from BCI cultivations.

OVS SpA is the first Italian company that supported the **Better Cotton Initiative** (BCI), the international organisation that aims at radically improving the impact of the global cotton industry on the ecosystem and people. BCI included it among its **15 "Better Cotton Leaders"** in 2018.



# WE ARE DOING OUR PART TO REDUCE THE IMPACT OF FASHION ON THE PLANET'S ECOSYSTEMS BY MAKING OUR PRODUCTS MORE ENVIRONMENTALLY AND SOCIALLY SUSTAINABLE.

90%

By 2025, 90% of our products will have a **low environmental impact**

100%

100% of **our cotton is more sustainable**. We only use **organic cotton** or cotton grown **according to the bci guidelines**

100%

By 2025, 100% of our **denim will be waterless** (i.e., produced using low water consumption processes).

2025

By 2025, we will **completely eliminate virgin plastic** from our packaging.



# REAL SYSTEM CHANGE ONLY OCCURS IF EVERYONE COOPERATES

**We want to contribute to a shared approach, strengthened by individual alliances and partnerships. We actively participate in international initiatives to improve sustainability in the fashion industry.**



We believed in the Sustainable Apparel Coalition (SAC) from the start and were the first Italian fashion company to join in 2017. The Sustainable Apparel Coalition works to develop and promote sustainable practices and transparency in the fashion industry.



OVS is the only Italian company to have signed up to the 2017 Circular Fashion System Commitment, an initiative promoted by the Global Fashion Agenda to speed up our transition to circular fashion. In 2020, we signed the Circular Fashion Partnership with the aim of completing a concrete case study in Bangladesh to demonstrate the competitive value of circular technologies on the market.





# TRANSPARENCY IS THE ESSENTIAL PREREQUISITE FOR MAKING ANY DECLARATION OF COMMITMENT TO SUSTAINABILITY CREDIBLE

**After a long journey, our commitment to creating clothing in a transparent way is recognized by the first place in the 2021 global ranking of Fashion Transparency Index.**

For us, transparency is about sharing clear information on materials, suppliers and production countries with our customers on OVS.it. The materials and resources we use (and re-use), our relationships with suppliers, and the people involved in our supply chain all have a part to play in the environmental and social "journey" of our products. We want our customers to be the protagonists of this journey by enabling them to make informed choices, every single day.

## ECO VALORE

Project, developed in collaboration with the University of Padua, allows customers to quickly assess the environmental impact of garments using three key pieces of data.



### 1. Water consumption

The amount of water used to produce the item.



### 2. CO2 emissions

The CO2 emissions generated during production.



### 3. Circularity

The item's recyclability.



# ALL BLUKIDS COMMUNICATIONS DEPICT REAL CHILDREN

All Blukids communications depict real children, not advertising stereotypes. **Children who run, laugh, get dirty and hug each other.** Their beauty is being authentic and the clothes they wear are designed for this lifestyle.







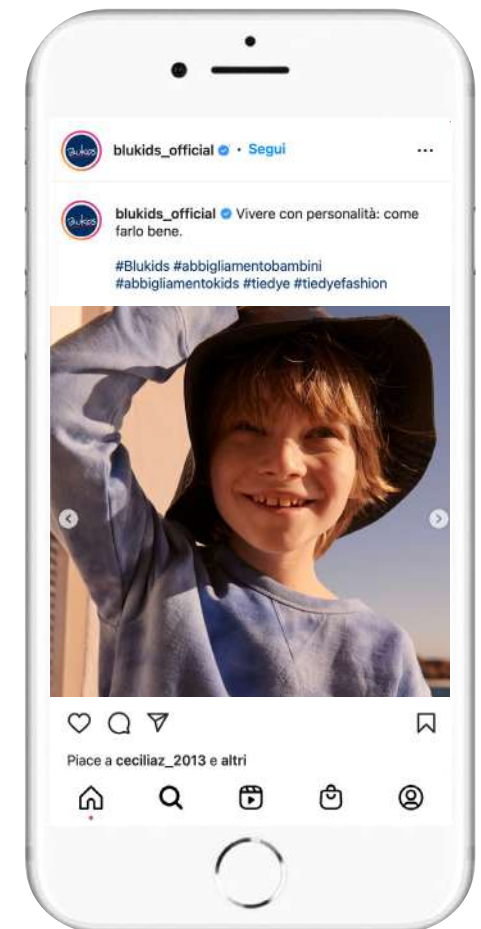
The logo for Blukids CARD is displayed on a dark blue rectangular background with rounded corners. The word "Blukids" is written in a white, stylized, handwritten-style font. A red horizontal line is positioned below the "i" in "Blukids". Below this line, the word "CARD" is written in a smaller, white, sans-serif, all-caps font.

## BLUKIDS CARD - A MATTER OF STYLE. YOURS

The Company deems dialogue with its customers an essential asset for brand development. **The loyalty program is tailored** to the needs of consumers, who are given the option of joining the basic or premium program. The Blukids loyalty card can also be used in all Upim stores.



# BLUKIDS IS ON THE WEB WITH AN E-COMMERCE SITE, A FACEBOOK PAGE AND AN INSTAGRAM PROFILE



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BLUKIDS

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