



Because we want the best for your baby
and for our planet ...

So Pure  

A *Sophie la girafe*[®] COLLECTION

PRESS KIT



A collection made from 100% ORGANIC cotton,
corn fiber and 100% natural rubber.

For babies greatest pleasure, comfort and well-being, the So'Pure® collection's products are easy to grasp, very sweet and fun. The 100% ORGANIC cotton and the corn fiber provide great sweetness and above all limit the allergy risk. The products are easy to take care for parents, being washable in the washing machine (30°).

The 100% ORGANIC cotton used in the collection's products has received the GOTS (Global Organic Textile Standard) certification, which is recognized as the world's leading processing standard for textiles made from organic fibers.

The So'Pure® collection includes many essential products to welcome baby. Its very neat packaging, designed using recyclable materials in order to preserve the environment, makes it a perfect gift!



 Sophie la girafe So'Pure



Sophie la girafe presented in a beautiful gift box made of recyclable materials. The customizable gift box can be found inside the packaging and lets you easily create the perfect gift, ready to give.

So'Pure Chewing Rubber 

Made from 100% natural rubber. Features several parts to chew on, and a range of textures to massage and relieve Baby's gum.



 So'Pure Prestige Gift Pack

Includes Sophie la girafe, a Sophie la girafe keychain and a customizable «My memories» bag in 100% ORGANIC cotton.

 Sophie la girafe & Chewing Rubber



This gift pack includes Sophie la girafe and a So'Pure Chewing Rubber.





So'Pure Teething Ring

Made of 100% natural rubber with a multi textured surface ideal to sooth Baby's painful gums!
Light, it is easy to grasp and manipulate.
Offered in flexible and extra-flexible version.



So'Pure Twin Teething Rings



This set includes an extra-flexible Teething Ring for soothing Baby during very early teething and a flexible model for more advanced teething.

So'Pure Trio



This set includes Sophie la girafe, a keychain and a So'Pure Teething Ring, all made in 100% natural rubber.



So'Pure Birth Set

The birth set includes a 75x75 cm blanket made from 100% ORGANIC cotton and a So'Pure Teething Ring.



So'Pure Comforter with Dummy Holder

This Sophie la girafe comforter is made from 100% ORGANIC cotton and with a maize corn fiber filling. Practical, it is equipped with a dummy holder and a storing pocket.



So'Pure "My first hours" Gift Box

This gift box is perfect to welcome Baby into a world of softness and comfort!

Includes Sophie la girafe, a bonnet and slippers, a 110x75cm blanket, a comforter with dummy holder, a newborn bib and a basket to keep all of Baby's things.



So'Pure Gift Box Comborter & Teething Ring

Includes a So'Pure Teething Ring and a Comforter with a dummy holder.





So'Pure Soft toy

A Sophie la girafe plush made from 100% ORGANIC cotton and filled with corn fiber to accompany baby at any time of the day! Very soft and nice to cuddle with a bell to tinkle.

So'Pure Ring Teether

Made of 100% natural rubber to soothe Baby while teething. Light and easy to grasp for Baby's small hands.



So'Pure Health Record Cover

Both practical and customizable, made from 100% ORGANIC cotton! Baby's name and date of birth can be entered and there is a place to insert his picture. Equipped with two customizable bookmarks and a storage pocket with its penholder.



So'Pure Toy Chain

Highly adaptable, made of 100% ORGANIC cotton and stuffed with corn fiber. Multiple activities to discover, including: a leaf with the lovely sound of crumpling paper, Sophie la girafe with a rattle, a ball with a little bell inside and a tie for hanging Baby's dummy or Sophie la girafe.



So'Pure Balls



So'Pure



Made from 100% natural rubber to stimulate Baby's grip!
Thanks to the balls and cubes, Baby will perfect his fine motor skills and his touching skills.



So'Pure Bath Toy

Ideal to entertain Baby in the bath!
Made of 100% natural rubber and thanks to its soft texture, Baby will enjoy nibbling the various parts. Shaped like a buoy, it is easy for little hands to grab. This hygienic product is waterproof, thus ensuring optimal drying.



So'Pure Bath Robe

A hooded bath towel made of ORGANIC cotton and bamboo fiber!
It ensures maximum absorption, while gently drying Baby after the bath.





The Vulli company

Founded in 1945 and initially specialised in mechanical toys, the Vulli company has become over the years an expert in the world of nursery items and early childhood toys. Located in Rumilly in Haute-Savoie and home of the famous Sophie la girafe® for over 50 years, the company designs and creates products adapted to the various stages of children's development.

Sophie la girafe®

Sophie la girafe has been an essential baby toy for more than 50 years. Available in a wide range of tie-in products through four distinct collections : So'Pure, Sophiesticated, Il était une fois... and Fresh Touch, the Sophie la girafe® brand is present in over 70 countries.

Contacts :

Lysiane Milloz
Communications Manager
lysiane.milloz@vulli.fr
T : 33(0)4 50 01 06 20
VULLI S.A.S.

Laurie Schraenen
Media Relations
laurie.schraenen@vulli.fr
T : 33(0)4 50 01 06 20
VULLI S.A.S.

Explore our website: www.sophielagirafe.fr

