



SUN
Child

Sunny

Unique

Natural

Colorful

Honey-tanned

Iconic

Luminous

Dear



SUNCHILD, A MARSEILLE STORY

Don't let this English name fool you. Behind it hides a French brand – and not just French, but from Marseille. A label born from the joint initiative of Emmanuelle and Claire, two sisters who grew up surrounded by rolls of fabrics, inherited an unrestrained passion for clothing from their grandfather, a custom tailor. Their family history is linked to brand Sugar, a true success story of the 80s, whose iconic ribbed tank top in 09 maille, from 1979, has left its mark and continues to do so today.

The natural descendant of Sugar, Sunchild was born in 2010. The wardrobe, for girls and boys from 2 to 18, was created by a family whose passion for clothing and high-quality materials came together under the warm rays of the Marseille sun, which are infused into each collection.

A brand inspired by sunshine and summer, Sunchild feels like the warm sun and vacation, of carefree wonder and freedom, and is a synonym for summer days that last forever. Each piece reflects Emmanuelle and Claire's passion for fabrics, their taste for natural clothing and authentic style, and their love for beautiful materials and color – an infinite playground of variety that is renewed each season according to their desires and inspirations.

The wardrobe is mostly casual-chic, sometimes bohemian-folk, and full of hundreds of designs made in workshops in India, Portugal, and Tunisia, and always keeps in mind social and environmental respects.





Emmanuelle and Claire two creative souls with the same passion

Inspired by fabric creations since a young age, Emmanuelle and Claire are carrying on the family tradition by dreaming up an authentic and sustainable wardrobe.

Proud of their heritage, and connected by a close-knit bond, they are writing their own story now, inspired by a care-free child-like spirit and fueled by the savoir-faire of past generations.

Their co-creative process is guided by the union of their respective inspirations, brought to life by four hands and lots of love.

EMMANUELLE is the creative soul.

Observant, precise, and intuitive, she loves to breathe in the moods of the season to stitch into the Sunchild collections. Initially a student of art history and then advertising, she ended up coming back to her first love; fashion design became an evident new beginning.

Returning to inspiring sources, she spent 15 years learning at the heart of the workshops of the family business Sugar. An experience that allowed her to be at the heart of the making of the famous 09 maille, which has often been copied, but has never been equaled.

Background



CLAIRE for her part, is hungry for culture and gets her daily doses for this insatiable curiosity through her passions for music, surfing, and style.

Holding a degree in accounting, she put her unequal managerial talents to use by building Sunchild bit by bit from the ground up.

For the love of color and fabrics

Sunchild offers **simple, pretty, and basic pieces**, with **well-thought, spot on cuts**, stitched with **fine materials** that are **comfortable to wear**. Durable and authentic, and mostly mixed, their quality rhymes with sustainability and can be passed down from one child to another.

FORCE

The driving force of Sunchild? **Its incredible colors and fabrics**. Unique tones obtained through a **dip-dying** process that made Sugar's success: the piece is created in white and then dyed.

This is a technique that gives the garment a textile finish with a soft and luminous result and gives it a certain life. Sunchild uses it for 80% of its wardrobe with a very special **patina**.

DNA

Emmanuelle and Claire consider it as such: *"Fine fabrics and the prints are our source of main inspiration. We create our own range of colors that we re-decide each year on the occasion of our unique Spring-Summer collection. Our clothes tell a story. The spirit of Sunchild, at the same time casual chic and bohemian folk, is an intersection of styles, raised from multiple distant influences."*

Sunchild icons



At Sunchild, two icons are on top: **the famous Richelieu stitch or "09 maille,"** a 100% cotton, ribbed stitch, as well as the **line of swimsuits**, a synonym of warm sand and of summers without end, both at the heart of the Marseille brand.

Since it became famous, **the Richelieu stitch, or "09 maille"** for the insiders (given that it was born in 1979), is sewn in Marseille in the brand's workshops.

Fruit of a true artisan work, its flawless quality contributed to Sugar's success and is doing the same to Sunchild, through pieces like the **Fernando** tank top (classic mixed tank), the **Brits** tank top (more feminine and sportive with American armholes and swimmer back) and the **Rio** shorts which offer a variety of **12 joyful shades that are renewed each season**. Recently, a bra, a skirt, and a dress have also joined the wardrobe.

The "09 maille" continues to stitch together its story.

The Beachwear line has also made a place for itself in the sun, reminding us that for Emmanuelle and Claire, two Marseillaises smitten with the warmth and freedom of open air, that the best season of the year is definitively summer. On the best-seller rack for boys, the **Bahia** swim shorts are available in solids and the prints are reinterpreted each season. **Carlos**, an iconic best-seller recognizable by its colored stripe, is available in a 12-tone dip-dyed color scheme.

It's a design that is the result of numerous collaborations (Bonton, Smallable, and Louis Louise). The next collaboration, of summer 2023, with Cercle des Nageurs de Marseille, is in the works. The girl's beachwear won't be outdone though. There are solid and printed designs in 1 piece or 2 pieces.



Sunchild Bazaar

A sunny Marseille address. To radiate its lifestyle, Sunchild naturally decided on Marseille to be the home of its first boutique, Sunchild Bazaar.

Opened at the end of August 2018 and located in the Opera quarter, a few steps from the Vieux-Port, this boutique, which was envisioned by the architect Anh Thu Ho, reflects a universe of creativity and sunshine from the kid brand. Under the typical “Marseille ceiling” (made of a many wooden slats), we can find a pretty selection of clothing from the creators, as well as accessories, perfumes, jewelry, books, and baskets which have been gathered from all over the world by Emmanuelle and Claire throughout their travels. And of course, you’ll find the Sunchild collection of clothing and accessories there, whose natural materials and exclusive colors, of an unequalled patina, seem to have been kissed by the ocean spray and rays of sun. But we can’t forget to protect our little one’s eyes from those rays, with the Sunchild Eyewear, a complete assortment of unisex sunglasses which are also available at the Bazaar.

Sunchild Bazaar — 48 rue Francis Davso, 13001 Marseille

Write to us: emmanuelle@sunchild.fr

claire@sunchild.fr

www.sunchild.fr

Kidding, Press contact: Kidding_contact@kidding.fr

+33 1 53 34 68 10

