

GRACE



KIDS CONCEPT STORE



ABOUT US/ WHO IS GIGIL/ COMPANY OVERVIEW/



GIGIL is a premier destination for families in the heart of Beirut's most prestigious area.

Established with love and passion for children's fashion, we cater to the discerning tastes of parents who seek high-quality clothing and accessories for their little ones and teens. Our shop is a haven for those who appreciate curated collections of European brands that prioritize organic cotton, recycled materials, ethical, and sustainable production.

Situated in the heart of Beirut, our shop is strategically located in the most prestigious area, ensuring convenience and accessibility for our valued customers.

GIGIL proudly opened its doors in June 2023 as a beacon of style for the little ones.

We are not just a store; we are a whimsical wonderland that narrates tales of fashion, dreams, and childhood.

We range from newborns to teens ; from basics such as underwear, sportswear, casual wear, ultimate fashion wear, to dress up and party wear. Accessories, books, playful gear, etc.. Every child/kid from any age would find itself, its style.

It is by definition the typical children's world.

But GIGIL is more than just clothes. **It's an experience. We believe that childhood is a magical phase, and every garment should echo the giggles, dreams, and memories of those fleeting moments.** Our dedicated team travels extensively to bring only the best, ensuring that quality and style are never compromised, making sure to source organic, sustainable, fair trade goods.



MISSION/VALUES/

We are dedicated to fostering a deeper connection between children, parents, and the environment. Our commitment to ethical clothing and environmentally friendly product ranges extends beyond fashion. Here's what sets us apart:

1.

ETHICAL & SUSTAINABLE FASHION

We believe that fashion can be both stylish and responsible. Our extensive collection showcases brands that prioritize ethical production, sustainable materials, and environmentally conscious practices. By choosing our clothing and products, you're not just dressing your child; you're making a positive impact on the planet's future.

2.

AFFORDABLE QUALITY

Quality clothing should be accessible to everyone. That's why we offer a range of pricing options, from affordable yet durable choices to premium and luxurious selections. We firmly believe that the price tag shouldn't be a barrier to dressing your child in well-made, stylish, and eco-friendly garments.

3.

ENVIRONMENTAL AWARENESS

We are passionate about raising environmental awareness among children and parents. Our shop serves as a platform to educate families about sustainable choices and the importance of mindful consumerism. Together, we can make a difference in reducing our ecological footprint.

4.

EMPOWERING CHOICES

By shopping at GIGIL, you're not only making a fashion statement but also contributing to a sustainable and ethical future for the next generation. We empower families to make choices that align with their values and show that responsible living can be both stylish and affordable.

5.

QUALITY ASSURANCE

No matter the price point, our commitment to quality remains unwavering. We handpick every item in our collection to ensure it meets our strict quality standards, providing you with peace of mind and value for your investment.

OUR MISSION IS TO MAKE ETHICAL, SUSTAINABLE, AND HIGH-QUALITY FASHION ACCESSIBLE TO ALL. TOGETHER, WE CAN CREATE A BETTER FUTURE FOR OUR CHILDREN AND OUR BELOVED EARTH.

PRODUCT RANGE/

Drawing inspiration from the charm and elegance of European and UK designs, and some cool and exclusive collaborations with Lebanese upscale brands, **GIGIL is a curated ensemble of exclusive children's fashion brands.**

Our handpicked collections blend timeless classics with contemporary trends, ensuring your little ones are always adorned in the finest threads.

CASUAL WEAR

Discover a wide range of comfortable and stylish casual wear for babies, children, and teens.

BIRTHDAY & DRESS-UP CORNER

Make special occasions memorable with our unique birthday and dress-up selections.

BASIC ESSENTIALS

Find essential items like pajamas and underwear made from the finest materials for ultimate comfort.

FASHION CLOTHING

Our carefully curated fashion collection allows young minds to express their individuality.

OUTDOOR & SPORTSWEAR

Keep your little athletes active and comfortable with our outdoor and sportswear collection.

PRODUCT RANGE/ ACCESSORY VARIETY/

Explore our curated collection of accessories that include but are not limited to:



HEADWEAR

From adorable hats to trendy caps, we've got your child's head covered in style.



JEWELRY

Add a touch of sparkle with our carefully chosen jewelry pieces.



BAGS & BACKPACKS

Stylish and functional bags to carry all your child's essentials.



BELTS & SCARVES

These versatile accessories can transform any outfit.



SUNGLASSES

Protect those young eyes from the sun while looking cool.



Accessories are not just about adornment; they're about self-expression.

BRAND PARTNERSHIPS/

At GIGIL, we value exclusivity and strong brand partnerships. We are proud to represent renowned European brands that share our commitment to organic materials, recycled resources, ethical practices, and sustainability. Our goal is to provide our customers with access to the best and most environmentally conscious children's fashion.



BRAND WE CURRENTLY HAVE/

Tocoto Vintage

Mediterranean kids

MΛ/
N/O

A MONDAY
in Copenhagen

CARLIJNQ
ORGANIC APPAREL

Creamie

EN☆FANT

minymo®


COLOR KIDS


CeLaVi®

FIXONI
baby  tales

pippi®
made with love

 PiP&HENRY

Bob & Blossom BANWOOD

SWIM ESSENTIALS
EXCLUSIVE


We are Kids
Not just a brand.

& more to come

BRAND AWARENESS/ EDUCATION/

At GIGIL, we go beyond being a retailer; we are your trusted partners in understanding and embracing the brand values we represent. We believe in the power of knowledge and the importance of making informed choices for your children's fashion. Our approach:

EDUCATIONAL INITIATIVES

We are dedicated to educating our clients about the brand values of each label we carry. Through in-store displays, informative brochures, and personalized consultations, we aim to make our customers aware of the sustainability, ethics, and quality standards that underpin every brand we showcase.

BRAND WORKSHOPS

We are planning to host brand workshops and events, inviting representatives from our partner brands to interact directly with our customers. These events provide insights into the brand's history, production methods, and commitment to ethical and sustainable practices.

PERSONALIZED GUIDANCE

Our experienced and knowledgeable team is always available to provide personalized guidance on brand choices that align with the client values and preferences. We want clients to make purchases that resonate with their family's ideals.

KOOL!



EMPOWERING CHOICES

We believe that informed consumers make a difference. By empowering our clients with knowledge about the brands we carry, we help clients make choices that not only suit the children's fashion needs but also contribute to a more sustainable and ethical world.

We invite clients to join us in the journey of discovering children's fashion that transcends style and comfort. At GIGIL, we aspire to create a community of conscious consumers who prioritize quality, ethics, and sustainability in their children's clothing choices.

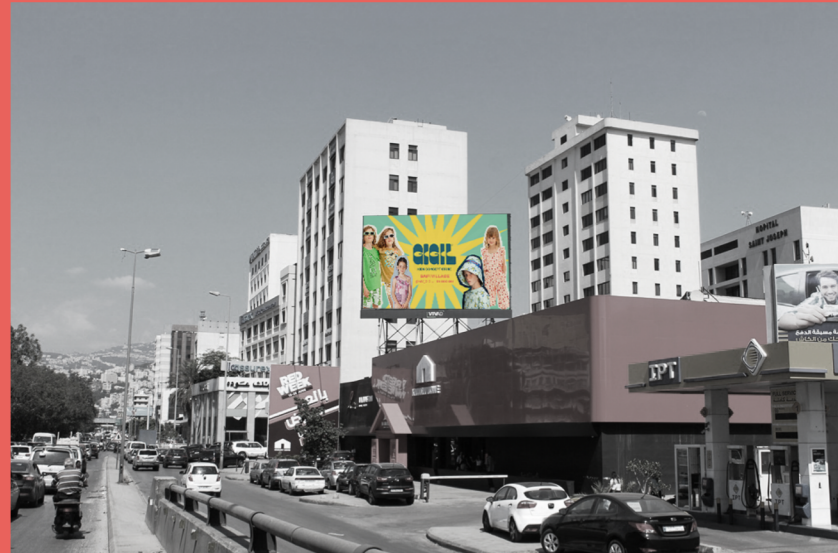
**BRAND
AWARENESS/
EDUCATION/**



MARKETING INITIATIVES/

Our dedication to our customers goes beyond our products. We run extensive marketing campaigns throughout the year, including digital marketing, social media engagement, and out-of-home advertising (OOH). Our aim is to keep our customers informed about the latest trends, promotions, and events, ensuring an engaging and dynamic shopping experience.

OOH CAMPAIGN/



OPEN TO COLLABORATION/

We have a deep appreciation for creativity and innovation in children's fashion. We embrace collaboration as a means to introduce unique and exclusive experiences for our customers. Here's how we engage with brands and creators:

BRAND COLLABORATIONS

We actively seek partnerships with like-minded brands that share our values of quality, ethics, and sustainability. Collaborative collections and limited-edition releases are some of the ways we bring fresh perspectives to our shop's offerings. By joining forces with brands that resonate with our mission, we aim to create memorable and distinct products for our customers.

ARTIST COLLABORATIONS

We believe that art and fashion go hand in hand. We are open to collaborating with talented artists and designers to create one-of-a-kind pieces and collections. These collaborations infuse creativity and unique aesthetics into our product lineup, providing our customers with truly exceptional options.

EXCLUSIVITY & INNOVATION

Our collaborations aim to bring exclusivity and innovation to our shop. By partnering with brands and creators who share our vision, we consistently deliver fresh and exciting options that set us apart as a leader in children's fashion.

COMMUNITY ENGAGEMENT

Collaboration isn't limited to brands and artists. We are also committed to collaborating with our local community and customers. Through feedback, suggestions, and co-creation events, we ensure that our shop reflects the evolving needs and desires of the families we serve.

 Let's work together to create something extraordinary and make a lasting impact on the world of children's fashion. 

EXPANSION PLAN/

As we continue to grow and flourish in Beirut, we are excited to announce our expansion to Athens, specifically in the upscale shopping street of Voukourestiou in Kolonaki. Our vision is to replicate the same concept, offering Athenians the same level of quality, style, and sustainability that has made us a beloved destination in Beirut.



WHY CHOOSE US/

QUALITY ASSURANCE

We carefully select and curate our products to ensure the highest quality.

EXPERT TEAM

Our experienced and knowledgeable team is always ready to assist and provide expert advice. The GIGIL team provides personal and close service to customers, offering a distinctive shopping experience.

COMPETITIVE PRICING

We offer competitive prices without compromising on quality.

CUSTOMER SATISFACTION

We prioritize customer feedback and strive for continuous improvement.



PARTNER WITH GIGIL: ELEVATE CHILDREN'S FASHION TOGETHER!

Thank you for considering a partnership with GIGIL. We are passionate about curating the finest children's fashion and accessories that align with our commitment to sustainability, ethics, and quality.

We are actively seeking innovative brands that share our values and vision. If your brand embodies excellence, sustainability, and uniqueness, we would love to explore collaboration opportunities with you.

We believe in nurturing strong and enduring relationships with our brand partners. Together, we can create a remarkable shopping experience for our discerning clientele.



CONNECT
WITH US/



To discuss potential partnerships and explore how your brand can become a part of our curated collection, please reach out to our team. We eagerly await the opportunity to connect and envision a future of style, ethics, and success together.



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THANK YOU FOR CONSIDERING A PARTNERSHIP WITH GIGIL/

We look forward to the possibility of collaborating with your esteemed brand and bringing outstanding fashion to children around the world!



LET'S GIGIL AWAY!

Gigil [adjective] trembling; thrill; thrilling; barely contained emotion; the overwhelming feeling that comes over us when we see something cute.