



# Loulou Lollipop

AW24 APPAREL COLLECTION

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LOULOU LOLLIPOP Apparel Collection

## AVAILABLE 2023

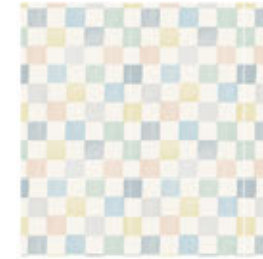
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Jungle Friends  
JGF



Home Sweet Home  
HSH



Check it Out  
CKO



Hedgehog Forest  
HGF



French Breakfast  
FBK



Cozy Forest  
CZF



Hedgehogs  
HGH



Planets  
PLN



Safari Jungle  
SAF



Waffle Lavender  
LVD



Waffle Mauvewood  
MVW



Waffle Coconut milk  
CCM



Waffle Peacock  
PCK



Waffle Denim Blue  
DNB

# Our Sustainability Promise

LOULOU LOLLIPOP Apparel Collection

At LOULOU LOLLIPOP, we believe in creating a better world for our future generation, and that's why we're making an effort to ensure that we are as sustainable as possible, from beginning to end.



**Tencel™** - We use TENCEL™ Lyocell fibers, extracted from sustainably grown eucalyptus wood using a unique closed-loop system that recovers and reuses the solvents used, minimizing the environmental impact of production. Unique physical properties lead to their high tenacity profile, efficient moisture management, and gentle to baby's delicate skin.



**Quality** - Our clothing is OEKO-TEX STANDARD 100 certified; you can be confident that every component of this article, i.e., every thread, button, and other accessories, has been tested for harmful substances, that the garment, therefore, is harmless to your baby.



**Organic cotton** - We use 100% certified organic cotton that's gentle to your baby's skin and kinder to the environment. Organic cotton is grown without harmful chemicals, leaving the soil, air, and water free from contaminants that cause harm. Organic cotton produces around 46% less CO<sub>2</sub>e compared to conventional cotton. It also uses far less water to grow since organic cotton growers typically utilize rain far more than irrigation.



**Packaging** - We use GRS-certified 100% recycled plastic. When we use recycled plastics to make new plastic products, we conserve more than materials. We can reduce energy usage by 66%. Plus, for every ton of plastic we recycle, we save the equivalent of 1,000–2,000 gallons of gasoline. We also use FSC-certified paper for all our hangtags and paper packaging.



available from

**AUGUST 2024**

# Jungle Friends

LOULOU LOLLIPOP Apparel Collection



sleeper  
BA1002U.JGF  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 19.50 USD / 23.00 CAD  
retail: 39.00 USD / 46.00 CAD



2 piece pajama set  
KA1004U.JGF  
size: 2T, 3T, 4T, 5T, 6  
wholesale: 21.00 USD / 24.00 CAD  
retail: 42.00 USD / 48.00 CAD



1.0 Tog Sleep Bag  
BA9004U.JGF  
size: 0-6, 6-18, 18-36 months  
wholesale: 30.00 USD / 35.00 CAD  
retail: 60.00 USD / 70.00 CAD



stretch knit blanket  
BA8003U.JGF  
size: OS 45" x 47"  
wholesale: 14.00 USD / 17.50 CAD  
retail: 28.00 USD / 35.00 CAD



long sleeve bodysuit  
BA3001U.JGF  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 13.00 USD / 16.00 CAD  
retail: 26.00 USD / 32.00 CAD



top knot beanie  
BA7002U.JGF  
size: 0-6 months  
wholesale: 7.00 USD / 9.00 CAD  
retail: 14.00 USD / 18.00 CAD



newborn gift set (stretch knit blanket,  
bodysuit and top knot beanie)  
GS8006U.JGF  
size: 0-3, 3-6 months  
wholesale: 32.00 USD / 40.00 CAD  
retail: 64.00 USD / 80.00 CAD

## COLOUR COORDINATION



COCONUT  
MILK



PEACOCK



DENIM BLUE



# Home Sweet Home

LOULOU LOLLIPOP Apparel Collection



sleeper  
BA1002U.HSH  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 19.50 USD / 23.00 CAD  
retail: 39.00 USD / 46.00 CAD



2.5 Tog Sleep Bag  
BA9005U.HSH  
size: 0-6, 6-18, 18-36 months  
wholesale: 33.00 USD / 40.00 CAD  
retail: 66.00 USD / 80.00 CAD



long sleeve bodysuit  
BA3001U.HSH  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 13.00 USD / 16.00 CAD  
retail: 26.00 USD / 32.00 CAD



top knot beanie  
BA7002U.HSH  
size: 0-6 months  
wholesale: 7.00 USD / 9.00 CAD  
retail: 14.00 USD / 18.00 CAD



## COLOUR COORDINATION



COCONUT MILK

PEACOCK

DENIM BLUE

# Check it Out

LOULOU LOLLIPOP Apparel Collection



sleeper  
BA1002U.CKO  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 19.50 USD / 23.00 CAD  
retail: 39.00 USD / 46.00 CAD



2 piece pajama set  
KA1004U.CKO  
size: 2T, 3T, 4T, 5T, 6  
wholesale: 21.00 USD / 24.00 CAD  
retail: 42.00 USD / 48.00 CAD



1.0 Tog Sleep Bag  
BA9004U.CKO  
size: 0-6, 6-18, 18-36 months  
wholesale: 30.00 USD / 35.00 CAD  
retail: 60.00 USD / 70.00 CAD



stretch knit blanket  
BA8003U.CKO  
size: OS 45" x 47"  
wholesale: 14.00 USD / 17.50 CAD  
retail: 28.00 USD / 35.00 CAD



long sleeve bodysuit  
BA3001U.CKO  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 13.00 USD / 16.00 CAD  
retail: 26.00 USD / 32.00 CAD



top knot beanie  
BA7002U.CKO  
size: 0-6 months  
wholesale: 7.00 USD / 9.00 CAD  
retail: 14.00 USD / 18.00 CAD



1 Tog Sleepsuit  
BA9007U.CKO  
size: 6-18 months, 18-36 months, 3-4T  
wholesale: 34.00 USD / 41.00 CAD  
retail: 68.00 USD / 82.00 CAD

## COLOUR COORDINATION



COCONUT MILK



PEACOCK



DENIM BLUE

# Hedgehog Forest

LOULOU LOLLIPOP Apparel Collection



sleeper  
BA1002U.HGF  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 19.50 USD / 23.00 CAD  
retail: 39.00 USD / 46.00 CAD



2.5 Tog Sleep Bag  
BA9005U.HGF  
size: 0-6, 6-18, 18-36 months  
wholesale: 33.00 USD / 40.00 CAD  
retail: 66.00 USD / 80.00 CAD



stretch knit blanket  
BA8003U.HGF  
size: OS 45" x 47"  
wholesale: 14.00 USD / 17.50 CAD  
retail: 28.00 USD / 35.00 CAD



long sleeve bodysuit dress  
BA3006F.HGF  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 17.00 USD / 21.00 CAD  
retail: 34.00 USD / 42.00 CAD



knotted headband  
BA7004F.HGF  
size: 0-6, 6-12 months  
wholesale: 7.00 USD / 9.00 CAD  
retail: 14.00 USD / 18.00 CAD



long sleeve skater dress (twirl)  
KA4007F.HGF  
size: 2T, 3T, 4T, 5T, 6  
wholesale: 24.00 USD / 29.00 CAD  
retail: 48.00 USD / 58.00 CAD



newborn gift set (stretch knit blanket,  
bodysuit dress and knotted headband)  
GS8006F.HGF  
size: 0-3, 3-6 months  
wholesale: 34.50 USD / 44.00 CAD  
retail: 69.00 USD / 88.00 CAD

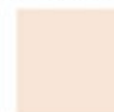
## COLOUR COORDINATION



LAVENDER



MAUVEWOOD



COCONUT  
MILK



# French Breakfast

LOULOU LOLLIPOP Apparel Collection



sleeper  
BA1002U.FBK  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 19.50 USD / 23.00 CAD  
retail: 39.00 USD / 46.00 CAD



2 piece pajama set  
KA1004U.FBK  
size: 2T, 3T, 4T, 5T, 6  
wholesale: 21.00 USD / 24.00 CAD  
retail: 42.00 USD / 48.00 CAD



1.0 Tog Sleep Bag  
BA9004U.FBK  
size: 0-6, 6-18, 18-36 months  
wholesale: 30.00 USD / 35.00 CAD  
retail: 60.00 USD / 70.00 CAD



ruffle long sleeve bodysuit  
BA3001F.FBK  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 17.00 USD / 21.00 CAD  
retail: 34.00 USD / 42.00 CAD



1 Tog Sleepsuit  
BA9007U.FBK  
size: 6-18 months, 18-36 months, 3-4T  
wholesale: 34.00 USD / 41.00 CAD  
retail: 68.00 USD / 82.00 CAD



## COLOUR COORDINATION



COCONUT MILK



PEACOCK



DENIM BLUE

# Cozy Forest

LOULOU LOLLIPOP Apparel Collection



sleeper  
BA1002UB.CZF  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 19.50 USD / 23.00 CAD  
retail: 39.00 USD / 46.00 CAD



long sleeve bodysuit  
BA3001UB.CZF  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 13.00 USD / 16.00 CAD  
retail: 26.00 USD / 32.00 CAD



2.5 Tog Sleep Bag  
BA9005UB.CZF  
size: 0-6, 6-18, 18-36 months  
wholesale: 33.00 USD / 40.00 CAD  
retail: 66.00 USD / 80.00 CAD



top knot beanie  
BA7002UB.CZF  
size: 0-6 / 6-12 months  
wholesale: 7.00 USD / 9.00 CAD  
retail: 14.00 USD / 18.00 CAD

### COLOUR COORDINATION



# Hedgehogs

LOULOU LOLLIPOP Apparel Collection



sleeper  
BA1002U.HGH  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 19.50 USD / 23.00 CAD  
retail: 39.00 USD / 46.00 CAD



1.0 Tog Sleep Bag  
BA9004U.HGH  
size: 0-6, 6-18, 18-36 months  
wholesale: 30.00 USD / 35.00 CAD  
retail: 60.00 USD / 70.00 CAD



stretch knit blanket  
BA8003U.HGH  
size: OS 45" x 47"  
wholesale: 14.00 USD / 17.50 CAD  
retail: 28.00 USD / 35.00 CAD



top knot beanie  
BA7002U.HGH  
size: 0-6 / 6-12 months  
wholesale: 7.00 USD / 9.00 CAD  
retail: 14.00 USD / 18.00 CAD



## COLOUR COORDINATION



# Planets

LOULOU LOLLIPOP Apparel Collection



sleeper  
BA1002UB.PLN  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 19.50 USD / 23.00 CAD  
retail: 39.00 USD / 46.00 CAD



2 piece pajama set  
KA1004UC.PLN  
size: 2T, 3T, 4T, 5T, 6  
wholesale: 21.00 USD / 24.00 CAD  
retail: 42.00 USD / 48.00 CAD



2.5 Tog Sleep Bag  
BA9005UB.PLN  
size: 0-6, 6-18, 18-36 months  
wholesale: 33.00 USD / 40.00 CAD  
retail: 66.00 USD / 80.00 CAD



long sleeve bodysuit  
BA3001UB.PLN  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 13.00 USD / 16.00 CAD  
retail: 26.00 USD / 32.00 CAD



short sleeve bodysuit  
BA3003UB.PLN  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 13.00 USD / 16.00 CAD  
retail: 26.00 USD / 32.00 CAD



top knot beanie  
BA7002UB.PLN  
size: 0-6, 6-12 months  
wholesale: 7.00 USD / 9.00 CAD  
retail: 14.00 USD / 18.00 CAD

## COLOUR COORDINATION



COCONUT  
MILK



PEACOCK



DENIM BLUE



# Safari Jungle

LOULOU LOLLIPOP Apparel Collection



sleeper  
BA1002U.SAF  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 19.50 USD / 23.00 CAD  
retail: 39.00 USD / 46.00 CAD



2 piece pajama set  
KA1004U.SAF  
size: 2T, 3T, 4T, 5T, 6  
wholesale: 21.00 USD / 24.00 CAD  
retail: 42.00 USD / 48.00 CAD



1.0 Tog Sleep Bag  
BA9005U.SAF  
size: 0-6, 6-18, 18-36 months  
wholesale: 30.00 USD / 35.00 CAD  
retail: 60.00 USD / 70.00 CAD

2.5 Tog Sleep Bag  
BA9005U.SAF  
size: 0-6, 6-18, 18-36 months  
wholesale: 33.00 USD / 40.00 CAD  
retail: 66.00 USD / 80.00 CAD



long sleeve bodysuit  
BA3001UB.SAF  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 13.00 USD / 16.00 CAD  
retail: 26.00 USD / 32.00 CAD



short sleeve bodysuit  
BA3003UB.SAF  
size: 0-3, 3-6, 6-12, 12-18, 18-24 months  
wholesale: 13.00 USD / 16.00 CAD  
retail: 26.00 USD / 32.00 CAD



top knot beanie  
BA7002U.SAF  
size: 0-6, 6-12 months  
wholesale: 7.00 USD / 9.00 CAD  
retail: 14.00 USD / 18.00 CAD

## COLOUR COORDINATION



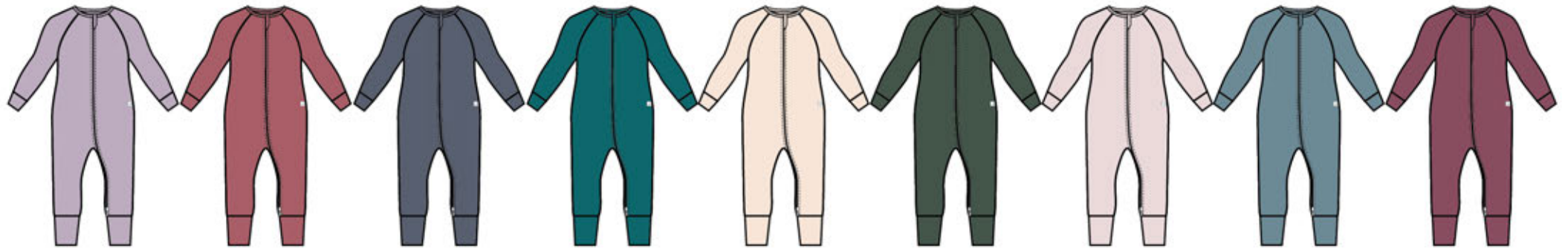
# Waffle

AW24



# Waffle

LOULOU LOLLIPOP Apparel Collection



Lavender  
BA1001U.LVD

Mauve  
BA1001U.MW

Denim Blue  
BA1001U.DNB

Peacock  
BA1001U.PCK

Coconut Milk  
BA1001U.CCM

Spruce Green  
BA1001U.SPG

Blush Pink  
BA1001U.BLP

Smoke Blue  
BA1001U.SMB

Sugar Plum  
BA1001U.SGP



Mauve  
BA3004F.MW

Denim Blue  
BA3004U.DNB

Peacock  
BA3004U.PCK

Coconut Milk  
BA3004U.CCM

Spruce Green  
BA3004U.SPG

Blush Pink  
BA3004F.BLP

Smoke Blue  
BA3004U.SMB



Lavender  
BA3007U.LVD

Coconut Milk  
BA3007U.CCM

Sugar Plum  
BA3007U.SGP

# Waffle

LOULOU LOLLIPOP Apparel Collection

**WAFFLE PANTS** - size: 0-3, 3-6, 6-12, 12-18, 18-24 months | wholesale: 9.50 USD / 12.00 CAD | retail: 19.00 USD / 24.00 CAD



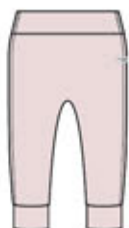
Mauve Wood  
BA5002U.MVW



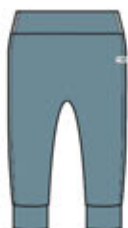
Denim Blue  
BA5002U.DNB



Peacock  
BA5002U.PCK

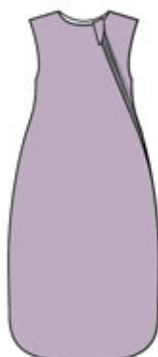


Blush Pink  
BA5002U.BLP

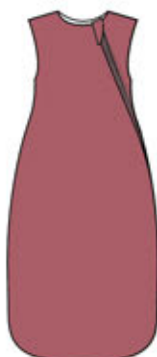


Smoke Blue  
BA5002U.SMB

**WAFFLE 1.0 TOG SLEEP BAG** - size: 0-6, 6-18, 18-36 months | wholesale: 30.00 USD / 35.00 CAD | retail: 60.00 USD / 70.00 CAD



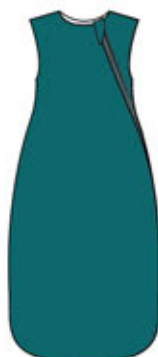
Lavender  
BA9001U.LVD



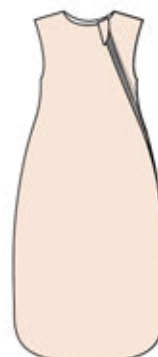
Mauve Wood  
BA9001U.MVW



Denim Blue  
BA9001U.DNB



Peacock  
BA9001U.PCK



Coconut Milk  
BA9001U.CCM



Spruce Green  
BA9001U.SPG

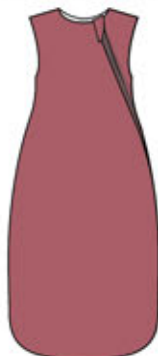


Blush Pink  
BA9001U.BLP



Smoke Blue  
BA9001U.SMB

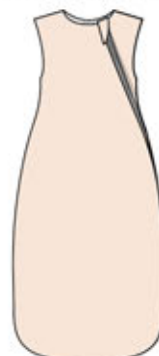
**WAFFLE 2.5 TOG SLEEP BAG** - size: 0-6, 6-18, 18-36 months | wholesale: 33.00 USD / 40.00 CAD | retail: 66.00 USD / 80.00 CAD



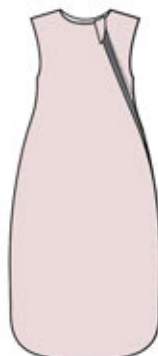
Mauve Wood  
BA9002U.MVW



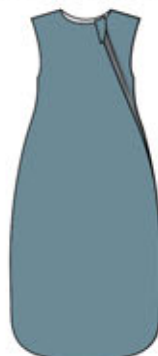
Peacock  
BA9002U.PCK



Coconut Milk  
BA9002U.CCM



Blush Pink  
BA9002U.BLP



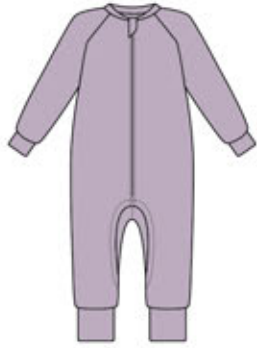
Smoke Blue  
BA9002U.SMB



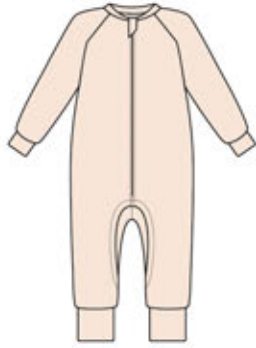
# Waffle

LOULOU LOLLIPOP Apparel Collection

**WAFFLE 1.0 TOG SLEEPSUIT** - size: 6-18 months, 18-36 months, 3-4 T | wholesale: 34.00 USD / 41.00 CAD | retail: 68.00 USD / 82.00 CAD



Lavender  
BA9008U.LVD



Coconut Milk  
BA9008U.CCM



Smoke Blue  
BA9008U.SMB

**WAFFLE 2.5 TOG SLEEPSUIT** - size: 6-18 months, 18-36 months, 3-4 T | wholesale: 34.00 USD / 41.00 CAD | retail: 68.00 USD / 82.00 CAD



Spruce Green  
BA9009U.SPG

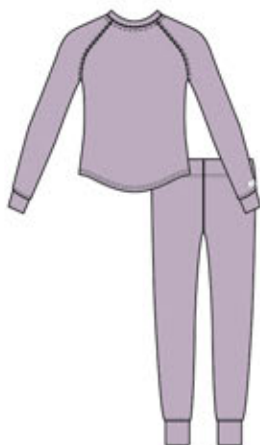


Sugar Plum  
BA9009U.SGP

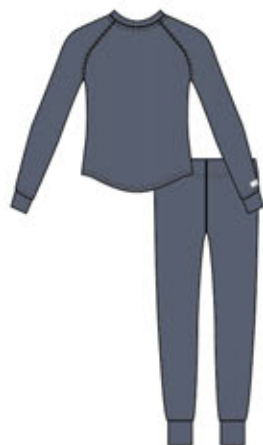
# Waffle

LOULOU LOLLIPOP Apparel Collection

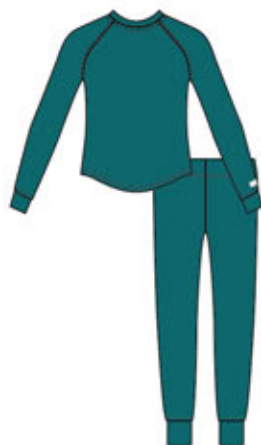
**2-pc Pajama Set** - size: 2T, 3T, 4T, 5T, 6 | wholesale: 21.00 USD / 24.00 CAD | retail: 42.00 USD / 48.00 CAD



Lavender  
KA1003U.LVD



Denim Blue  
KA1003U.DNB



Peacock  
KA1003U.PCK

**WAFFLE SKATER DRESS** - size: 2T,3T,4T,5T,6 | wholesale: 24.00 USD / 29.00 CAD | retail: 48.00 USD / 58.00 CAD



Lavender  
KA4002F.LVD



Mauve Wood  
KA4002F.MVW



Peacock  
KA4002F.PCK



Spruce Green  
KA4002F.SPG



Blush Pink  
KA4002F.BLP



Sugar Plum  
KA4002F.SGP

**WAFFLE KNOTTED HEADBAND** - size: 0-6, 6-12 months | wholesale: 7.00 USD / 9.00 CAD | retail: 14.00 USD / 18.00 CAD



Lavender  
BA7004F.LVD



Mauve Wood  
BA7004F.MVW



Coconut Milk  
BA7004F.CCM



Sugar Plum  
BA7004F.SGP

# Waffle

LOULOU LOLLIPOP Apparel Collection

**WAFFLE TOP KNOT BEANIE** - size: 0-6 months | wholesale: 7.00 USD / 9.00 CAD | retail: 14.00 USD / 18.00 CAD

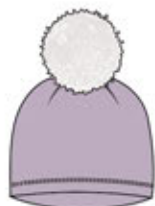


Denim Blue  
BA7002U.DNB



Coconut Milk  
BA7002U.CCM

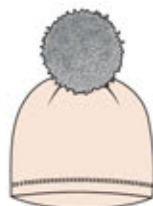
**WAFFLE POM POM HAT** - size: 6-12, 12-24 months, 2T-5T | wholesale: 9.00 USD / 11.00 CAD | retail: 18.00 USD / 22.00 CAD



Lavender  
BA7001U.LVD



Denim Blue  
BA7001U.DNB

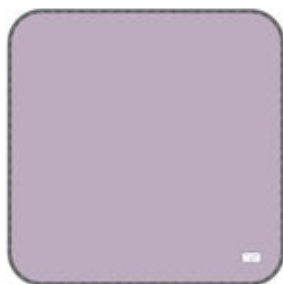


Coconut Milk  
BA7001U.CCM



Lavender  
BA7001U.BLP

**STRETCH KNIT BLANKET** - size: OS 45"45" | wholesale: 14.00 USD / 17.50 CAD | retail: 28.00 USD / 35.00 CAD



Lavender  
BA8004U.LVD



Denim Blue  
BA8004U.DNB



Coconut Milk  
BA8004U.CCM



Blush Pink  
BA8004U.BLP



Smoke Blue  
BA8004U.SMB

# Waffle

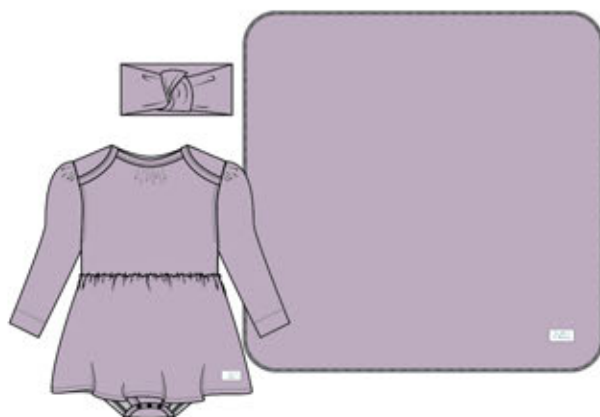
LOULOU LOLLIPOP Apparel Collection

**WAFFLE NEWBORN SET L/S** - size: 0-3, 3-6 months | wholesale: 32.00 USD / 40.00 CAD | retail: 64.00 USD / 80.00 CAD



Denim Blue  
GS8007U.DNB

**WAFFLE NEWBORN SET L/S** - size: 0-3, 3-6 months | wholesale: 32.00 USD / 40.00 CAD | retail: 64.00 USD / 80.00 CAD

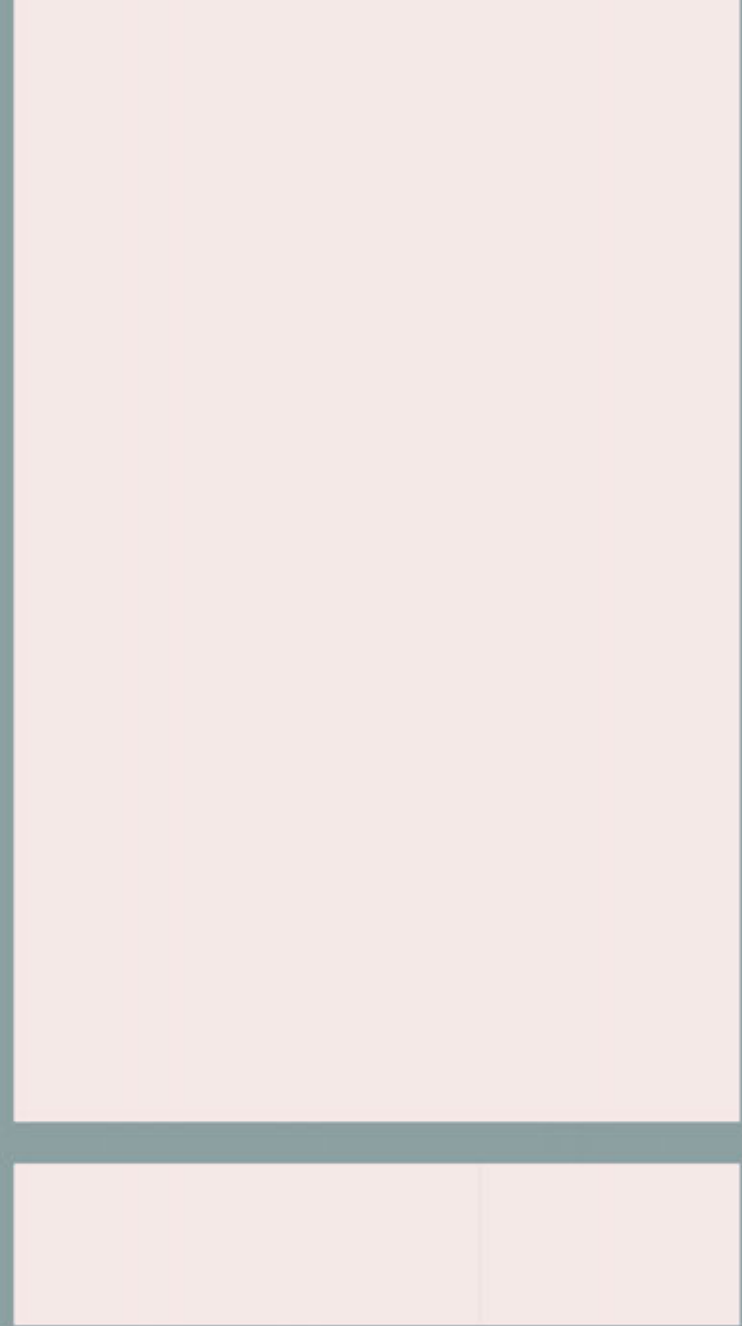


Lavender  
GS8007F.LVD

# LOULOU LOLLIPOP

AW24 OUTFITS SUGGESTIONS

MIX AND MATCH SOLIDS AND PRINTS

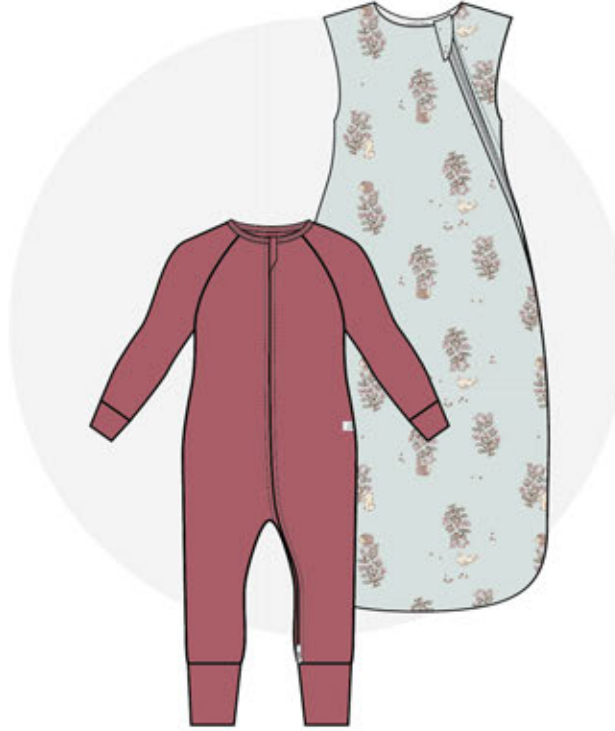


# IMAGINE YOUR CUTIE IN THESE OUTFITS! HEDGEHOG FOREST

Leulou Lollipop



LAVENDER



MAUVEWOOD



LAVENDER

## COLOUR COORDINATION



# IMAGINE YOUR CUTIE IN THESE OUTFITS! FRENCH BREAKFAST

Loulou Lollipop



MAUVEWOOD  
and COCONUT MILK

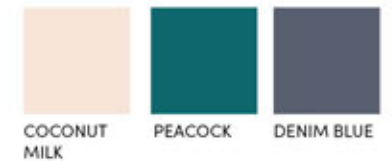


PEACOCK



COCONUT MILK

## COLOUR COORDINATION

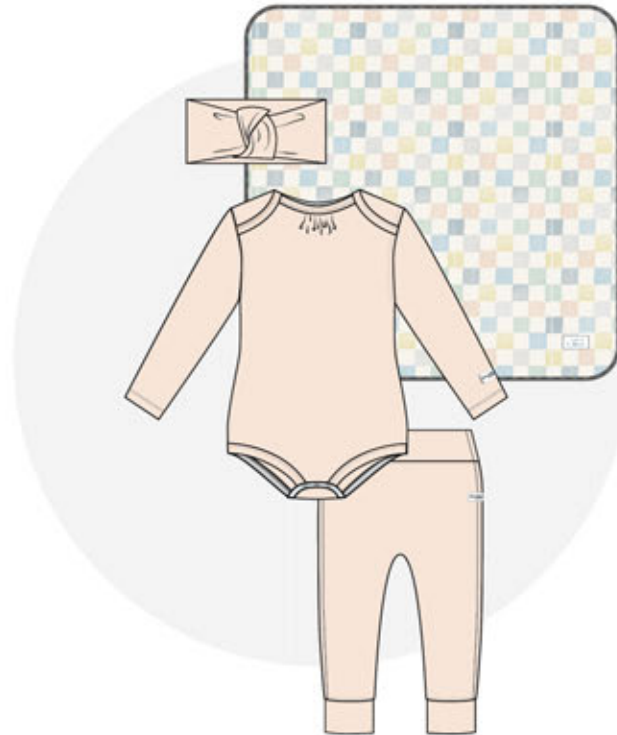


IMAGINE YOUR CUTIE IN THESE OUTFITS!  
CHECK IT OUT

Loulou Lollipop



DENIM BLUE



COCONUT MILK



PEACOCK

COLOUR COORDINATION





IMAGINE YOUR CUTIE IN THESE OUTFITS!  
HOME SWEET HOME

Loulou Lollipop



PEACOCK

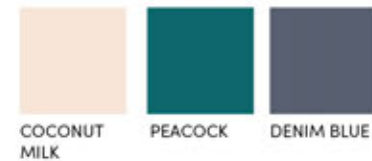


DENIM BLUE



DENIM BLUE

COLOUR COORDINATION



IMAGINE YOUR CUTIE IN THESE OUTFITS!  
JUNGLE FRIENDS



DENIM BLUE

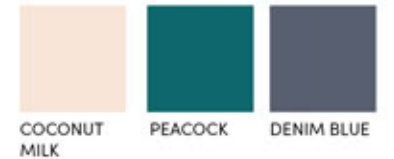


PRINT MATCH -  
NEWBORN SET



COCONUT MILK  
AND PEACOCK

COLOUR COORDINATION



COCONUT  
MILK

PEACOCK

DENIM BLUE