

Kiabi Expands With New Children's Footwear Brand Kitchoun

Published on 30 Aug 2025 | By IFI Correspondent



Kiabi Launches Kitchoun: A New Children's Footwear Brand

French fashion retailer **Kiabi** has announced the launch of **Kitchoun**, a new brand dedicated to **children's footwear**, marking the latest step in its **diversification strategy**.

Designed for babies and toddlers aged **0 to 3 years**, Kitchoun offers a curated range of **slippers, first-step shoes, and technical socks**. The new line complements Kiabi's existing **own-brand ecosystem**, which already includes **Kiabi Kids** and **Kiabi Home**, launched in 2024.

? An Ambitious Diversification Plan

In its press release, Kiabi described the launch as part of “**an ambitious diversification plan focused on the development of specialised brand universes that connect more precisely with the expectations, rhythms and lifestyles of families today.**”

This strategy builds on several recent initiatives, including:

- **Integration of Beebs by Kiabi**, a second-hand platform.
- **Expansion of Kidkanaï**, dedicated children's stores.
- **Creation of Kiabi Village**, a hybrid store concept that tests new ideas.

Together, these moves reflect the brand's goal of **becoming a one-stop ecosystem for modern families**.

?? Retail Expansion Continues

Kiabi's diversification is being matched by **strong retail growth**. The company posted a turnover of **€2.5 billion in 2024**, a **5% increase compared to 2023**.

With this momentum, Kiabi opened numerous stores in 2024 and continues its expansion in 2025. Notable openings include a new **Montesson store in Yvelines** (August 2025), with **several international launches planned for autumn**.

? Positioning in Children's Fashion

By launching Kitchoun, Kiabi is strengthening its position in **affordable premium children’s fashion**, a segment where demand remains resilient. The move also allows the company to build **specialized product universes** that enhance customer loyalty and support long-term growth.

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