

Kiabi Expands With New Children's Footwear Brand Kitchoun

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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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