CWF

Created in 1999 from the purchase of Albert SA - a specialist in children’s ready-to-wear - by the Artal group, Children Worldwide Fashion (CWF) is heir to four decades of children’s fashion.

1965 Creation in lesHerbiers (France) of Albert SA, a company designing, producing and distributing owned children’s brands.
1997 Signing of ELLE and Timberland licences. Transition from integrated production to a sourcing strategy.
2002 Launch of concessions integrated within department stores in France with Galeries Lafayette.
2003 Development of concessions within department stores in Spain with El Corte Inglès.
2005 Signing of the Marithé + François Girbaud licence (first collection marketed in Spring-Summer 2007), and opening of the first owned Younly store in Paris.
2006 Signing of the Chloé, Escada and Missoni licences (first collections marketed in Autumn-Winter 2007) and outsourcing of logistics.
2007-2008 Continued development of department store concessions in Europe: La Rinascente in Italy, Inno in Belgium, House of Fraser in the UK and opening of Younly shops in Dubai and Saint Petersburg. Development of the international activity on new territories: Japan, China, Middle-East.
2009-2010 Signing of the licence with the Hugo BOSS Group (first collection marketed in Spring-Summer 2010) and launching of the store concept ATELIER DE COURCELLES: 5 opened stores. At the end of 2009, 18 Atelier de Courcelles active.
2011 Signing of the Little Marc Jacobs licence.
2012 Launching of the brand Billieblush
2013 Signing of the Lee licence.
2014 Launching of the brand Billybandit

CWF’S MISSION

As the European leader in top of the range and luxury children’s fashion under licence, Children Worldwide Fashion is a partner to brands with a worldwide reputation for their collections for girls and boys from 0 to 16.

• A business dedicated first to licence, paying full attention to meeting the expectations and needs of partner brands, and to guaranteeing there can be no competition with own brands.
• A constant attention paid to the quality of products and services, aimed to develop brands with strong added value.
• A portfolio of complementary labels with strong values, to address all the lifestyle expectations and needs of 0/16 year-olds: Billieblush, BOSS, Burberry, Chloé, DKNY, Little Marc Jacobs and Timberland.
• An international presence, to create visibility for the brands in the best distribution networks in Europe and the export market.
KEY FIGURES FOR CWF

- 49 years’ experience in children’s fashion.
- More than €160 million of turnover.
- More than 6 million items sold per year.
- 65% of sales are realized in Europe and 35% are exported.
- Sales presence in 74 countries with 6 subsidiaries in key markets.
- More than 2,300 multi-brand points of sale with 120 corners in department stores, 18 Atelier De Courcelles stand-alone and partner shops
- 26 prestigious showrooms in France and abroad.
- 800 employees worldwide.