

# Wild & Soft

PRIVATE LABEL



**WILD & SOFT**



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# About Wild & Soft



Wild & Soft is a Belgian company based in Roeselare. The brand was founded by our current CEO Sebastien Werbrouck back in 2014. Shortly after becoming a dad, he wanted to decorate their bedroom. However he couldn't find the exact interior details he was looking for. He wanted something extra, something he had nowhere seen before. The ideas started floating and not much later, his house was stuffed with samples, sketches new designs and the softest fabric.

**Today Wild & Soft is known for making the most original home decoration and kids accessories.**

Apart from our own label, we also offer private label projects to companies, hotels and entrepreneurs. We always keep in touch with our most important values: a fair manufacturing process, the use of durable materials and delivering an unprecedented quality of products and service to our customers.





# Soft Production

Sebastien Werbrouck

CEO and founder

Wild, soft and so ambitious. That is how it all started and that is what we want to pursue to this day. We want to create your unique business gadget. From idea to perfect plush tailor-made by us for you.

We have been working with our main manufacturer since the beginning and have built a relationship based on trust and mutual understanding. I visit the factory on a regular basis to monitor all of the working conditions. All products are **handmade**. This not only makes them unique, high-quality and original, but this also ensures that our products come to life in a very **energy-efficient** way.

Apart from this supplier, we have contacts wherever you can imagine. This is to make sure we can handle all aspects in designing your perfect private label item. We can **personalize**, accessorize and adapt all items a **100% tailor-made** for you, choosing the best partner to do so throughout Asia and **Europe**.

The values and standards that we find so important for our own brand, are advantages we also want to offer you in the project market. That is why you can't go wrong with designing your business item with us. It will be a unique **must-have** to offer your customers and employees, a way to **elaborate your company** or brand in a way that no one will soon forget.



# How we work

It is all about uniqueness!



Everything at Wild & Soft is about being **unique and original**. That is why we want to encourage you to share your **craziest ideas** with us and to give us a chance to actually turn them into plush for you!

**We love to help you from A to Z.** We brainstorm about the design, create first sketches, discuss the options with multiple suppliers throughout Asia and **Europe**, choose fabrics and create customized samples. As many as necessary until you are 100% satisfied with the result.

There lies our strength. We go from an idea to a completely made-to-measure plush toy with and for you.

Another essential part of the private label project is the possibility to customize your business gadget and its packaging. There are **a lot of ways to personalize your item**.

Imagine a teddy bear wearing a shirt with your company logo, a mascotte wearing a hat with his name on it, a key chain with your logo in plush. We can use **engraving, embroidery, press printing, laser technology, ...**

Everything is negotiable and as far as we are concerned, doable!

*You think it,  
We plush it!*



# National projects

## MOOSE CAMP GRINSBY

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We designed a solid yet cute moose for **Camp Grinsby** in Sweden, hosted by **Staf Coppens** and his family.

## ARTEX FASHION

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A playful teddy bear sold on the webshop and in the boutiques of Artex Fashion. Every purchase of Arty helps the **children's wing in AZ Delta hospital** in Roeselare. .



## BEEUWSAERT CONSTRUCT

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A **branded** blue rhinoceros for Beeuwsaert Construct in Roeselare. Tough and soft at the same time.





# International Projects

## SAINT LAURENT

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A stylish cheetah cape based on our own model. Completely personalised to the brand through choice of material: a **high-end** customized **jacquard fabric**



## HOTEL LUTETIA PARIS

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A cute plush dog, based on their own pet. The plush toy is **personalized** with a **medallion**, proudly carrying the logo of the hotel.



## BONPOINT

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Starting from our own product range, we designed a new dog disguise for Bonpoint. A **customized product label** shows the interesting cooperation between two brands.



# Inspiration

## Plush toys



*Turn your brand identity into a unique gift!*

- A fun office item
- A business gift for your customers
- A present for your employees
- A nice extra during a team building.



*Inspiration*

185 cm



Ever thought of placing a two-metre-high plush in your company's entrance hall or shop? For Wild & Soft, that is a piece of cake.

And honestly? There is no better eye-catcher!

# Inspiration

## Key Chains



*Starting from a digital drawing,  
we plush your design*

## Bags



# Inspiration

Interior items



Insert your logo here and discover the possibilities

Customization





# CONTACT US

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