

LOOK BOOK



FALL/ WINTER 2018

The logo for Petit Chouchou features a stylized, cursive 'le' in a golden-brown color. A small crown icon is positioned above the 'e', and a small heart icon is positioned above the 'ou'. Below the cursive text, the words 'Petit Chouchou' are written in a simple, sans-serif font.

Petit Chouchou

STORY

OF



"Each pair of shoes and each purse is designed, created and brought to you with love and care and I truly hope you enjoy our products."



Jemma Jacques

My name is Jemma Jacques, I have always tried to be strong but when I became a mother, being strong took on a whole new meaning. Wiser now, I know the aches and pains of motherhood extend far beyond delivery.

I struggled to find a bag that would meet my parenting needs, ease my back and was classy and smart.

I dreamed of designing a bag for other parents who faced the same challenge, a bag that could convert and be used as both a highly functional diaper bag and beautiful trendy purse.

I would come home from long days of work, hold my babies tiny feet in my hands and dream of the perfect little baby shoes to compliment my dream bag and help her navigate her first steps in this wide world.

I was full of dreams, but I was also faced with the reality of a full time corporate job.

Then, in 2015, my life took a life-changing turn. My precious daughter Lilah had a terrible accident and suffered crippling third-degree burns.

As I lay with my precious baby through months of painful surgeries and recovery, I wrote to her through a journal, anything to distract from the anxiety, the worry, and the hardship of seeing my poor baby struggling.

I told her all about my most important life lessons, along with my adventures whilst traveling the world. I wrote about my time spent documenting tribes the world hadn't heard of, I told her of the cultures, people and experiences that had changed me and the importance of being strong and always following her dreams.

As the scars began to heal I decided that I needed to do something different, for Lilah. I owed it to her to be strong again and believe in my own dreams, to show her by example that with hard work and passion you can make them come true.

So I set to work, I used my experience as a traveler and a working mother to create the purse that can go anywhere and hold everything a parent might need, I found fabric and scissors and I brought it to life along with those beautiful shoes I dreamed about seeing on my babies little feet.

Each pair of shoes and each purse is designed, created and brought to you with meaning and love and I truly hope you enjoy our products.

With Love, Passion and Strength!

Jemma Jacques

COLLECTION

SHOES



1

The littlest feet make the biggest footprints in our hearts



MOCCASINS

Color Variations: Red, Gold and Black

Highest grade premium Cow hair leather, 100%
genuine baby Moccasins.

#2



OXFORD SHOES

Color Variations: Red, Gold and Black

Baby Oxford shoes, Highest grade premium
Cow hair leather, 100% genuine.

#3



MARY JANES

Color Variations: Red, Gold and Black

Highest grade premium Cow hair leather, 100%
genuine.

#4



BLACK & RED MOCCASIN

100% genuine leather

#5



LEOPARD PRINT MARY JANES

100% genuine leather



COLLECTION

LE PURSE



1



Material:

- High grade nylon
- Premium quality vegan leather
- High quality gold zippers
- Custom matte gold hardware

Lining:

Bold Red

Dimensions:

- Height: 13 Inches
- Length: 15 Inches
- Width: 5 inches

THE EVERYTHING PURSE

The "Lilah" Everything Purse is redefining the diaper bag, this high quality purse is where function meets fashion. We took the feedback from hundreds of parents as to what makes the perfect diaper bag and incorporated all of the feedback into the design.

#2

Material:

100% Genuine Cow Hair Leather

Lining:

Bold Yellow

Dimensions:

Height: 13 Inches

Length: 15 Inches

Width: 5 inches



THE EVERYTHING PURSE

The "Lilah" Everything Purse is redefining the diaper bag, this high quality purse is where function meets fashion. We took the feedback from hundreds of parents as to what makes the perfect diaper bag and incorporated all of the feedback into the design.

#3

Material:

100% Genuine Cow Hair Leather

High Grade wipeable Nylon

High Quality gold zippers

Dimensions:

Height: 7.5 Inches

Length: 10.5 Inches

Width: 2 inches



LE PETIT PURSE

Stylish Clutch

Innovative round playmat/ changing mat included and fits inside for discreet carrying

Can fit up to 3 Diapers

Comes with removable shoulder strap

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