

COCCINELLE

Coccinelle Kids Helping Kids: pictures can help improve lives

"Do you feel like drawing?" The young visitors to the Coccinelle store on King's Road in London last September did not need asking twice. In the session led by the hugely popular British illustrators Kristina Stephenson and Karen Wall, there was a wonderful surprise waiting for the budding artists: white mini canvas bags instead of the usual sheet of paper. The shoppers were soon customized with drawings of people, flowers, fairies, lovely cats, friendly dragons and other pleasant doodles. It was an afternoon packed with fun - and pride for the mums, who were delighted to leave the shop with "designer" shoppers made by their children - but it was also a great charity initiative: all of the proceeds from the sales of the "mini-bag and pens" kits and the maxi-shoppers decorated for the occasion by Stephenson and Wall were given to the Great Ormond Street Hospital, which specializes in treating children with cancer.

After this initial success, the Coccinelle Kids Helping Kids project is going on with another event. It is open to children from Milan aged 4 to 10, and will be held in the Coccinelle stores on Via Manzoni and Corso Buenos Aires in the city on 20, 21 and 22 November. Supporting it, in addition to Karen Wall, will be the well-known Italian illustrators of children's books Silvia Bonanni and Francesca Crovara: they will be leading this truly special workshop; a fantasy-filled contest in which charity will be the winner. This time those buying the canvas bags, both the small versions created by the children and the big ones customized by the illustrators and - especially for the occasion - by the editors of the top Italian fashion magazines, will be contributing to Magica Cleme: a foundation that helps patients from the paediatric haemato-oncology ward at the San Gerardo Hospital in Monza by providing them with opportunities to have fun and be carefree beyond the stark and often distressing setting of the hospital.

To book a session, contact the Coccinelle stores in Milan:
Via Manzoni (on the corner of Via Bigli) - tel. 02 76028161
Corso Buenos Aires, 16 - tel. 02 20404755

For further information:
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