

## Child designers



Coccinelle Kids invited 4-10 year olds to visit its flagship store in Milan to customise its handbags with drawing pens.

### Why it matters

Co-creation is a phenomenon occurring both online and in the real world. Encouraging consumers not only to interact with but to design a brand's products allows meaningful brand interaction. Is Coccinelle Kids developing brand advocates for life by engaging children from a young age?

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