



sarenza.

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LA MIFA - FAMILY

This is how it is today (do you get the picture?). This season, our family is growing as we welcome the brand **ron ron** to the big collab' tribe. The hit, not of the summer but of the autumn, for those who like to get dressed in the blink of an eye and feel good in their clothes: family first, ultra-comfortable pieces and a cool, colourful retro style that makes us purr with happiness. Is getting back into the swing of things a chore? No way.



AGATHE, SUNNY AND SO COOL

Agathe Lecaron, the smile, confidence, authenticity. And always a word to lighten the load. She needs no introduction, a radio and TV presenter, including the oh so popular *Maison des Maternelles*, and mother of two kids, in 2019 she launched a young, cheerful clothing brand, ron ron. "It all started with a mother's need. I wanted to save time when I changed my babies, to no longer have 36 press studs on their pyjamas. I wanted materials that were really nice to wear, without any chemical products in my children's sweatshirts."

This was the birth of the **ron ron** philosophy: collections for the whole family, and the desire to make life easier for parents, with clothes that are easy to put on, made to last and brighten up daily life. We're all for it.



Adult sweatshirt 79 €
Adult trainers 99 €



Kids sweatshirt 35 €



THE JOY OF RON RON

"One very important thing about ron ron is joyfulness. I want joy, I want colour. It is what I like, and it is what we have achieved here in our collaboration with Sarenza." It's true that right from the start, we clicked with ron ron. "This collection is almost as if we had made a baby, there is as much our DNA as yours, it's wonderful!"

The whole family will be able to enjoy these soft, colourful sweatshirts for babies, children, and adults, as well as the caps and the two pairs of trainers, one for kids and one for parents.

"I particularly wanted this to be a family collection. I love the idea of being able to take a picture of all of us dressed the same. If the parents can wear the same sweatshirt as the kids, it means that the sweatshirt is cool, that it doesn't look "childish". I like that idea, of not always babying them."

Adult sweatshirt 79 €

★ LA MIA ★



Kids trainers 59 €

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WHAT DO WE WANT? WE WANT JOY!

And here, you're in luck. On their return from holiday, **ron ron** and Sarenza have brought back a collaboration that reminds you of the sun and the warm sand. Yellow, coral, mauve, khaki, all in comfortable styles. "The idea is to have unisex, versatile clothes which can be kept for a long time and exchanged, passed down to brothers and sisters." All with a cool vintage look that Agathe takes from her surf & beach & family summers.

To cap it all, this collection is made from organic cotton, which is softer for you and gentler for the planet. "We do the best we can, we try. Our factories are carefully selected and recycle wastewater. We know we can't control everything, but doing better, being careful, means respecting the consumer, our children, and the environment."



LA MIFA ★

Kids cap 29 €
Adult cap 35 €

★ LA MIEFA ★

Adult trainers 99 €

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WE ARE FAMILY

The final word? "Successful collaboration is like a television show, it's always a little miracle, a story of connections. It might not work. And here, from the start, we were totally on the same wavelength. I think you can definitely say that we are kindred brands, even if **ron ron** is a smaller family member. In any case, we are very happy to be part of the same family." Happiness shared.

SARENZA

Every season, in addition to its exclusive collections, Sarenza continues to grow and develop by creating partnerships with brands and personalities as passionate as they are exciting: Elsa Muse, Daphné Bürki, salut beauté, Elise Chalmin, and today, **ron ron**.



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