

# TOUTOU

# Chic



**DIGI  
TOL**

IMMERSIVE LEARNING

# Identity **THE NAME**

One of your first challenges will be to change the name of the shop. When it was founded in 1984, Saskia Wölf – its founder – found the name particularly inspiring.

Already very kitsch at the time, the name ToutouCHIC has become even more so with time! You will therefore have carte blanche to change the name and give it a more “trendy” touch, in line with the shop’s new values: ethical, sustainable, responsible.



## NEW **DECORATION**

The grooming shop is located in the old Lyon.  
Address: 7 rue Saint Jean 69005 Lyon  
Opening hours: 10h-19h from Monday to Saturday  
Tel/ contact number: to be invented

Click on each of the links below to download photos of the new shop. No obligation to use them all: you are the artist!

[Photo 1](#)

[Photo 2](#)

[Photo 3](#)



# 100% organic PRODUCTS

The trend has been strong for several years now. The consumer – you, me, us – is more in demand for natural products.

Whether it is common hygiene products (shower gel, shampoo, deodorant...), skincare products (creams of all kinds) or even household cleaning products, the “organic” or “natural ingredients” offers have blossomed the shelves of our supermarkets in just a few years.

Dog grooming therefore follows this trend: pet owners seem increasingly sensitive to the care products used for their animals.

If Saskia Wölf did not take the digital turn, she nevertheless felt the wind change in terms of natural/sustainable. Since 2022, the show uses only 100% products based on natural ingredients.

Another asset responding to a strong trend, the shop offers a light therapy service. Light therapy treatments use LED lights to stimulate hair growth and improve animal skin health. This technology offers a natural and non-invasive alternative to traditional veterinary treatments.



**Since 2022, Toutouchic has been using 100% organic products from the Belgian startup NUT'Z.**

[+ info on the NUT'Z range](#)