

PRESS RELEASE

rice KIDS

rice launches a new sub-brand – Welcome to rice kids!

On May 1st, rice takes a colorful step forward in its mission to spread everyday magic with the launch of a brand-new sub-brand: **rice kids**.

rice kids is more than just a product line. It's a vibrant universe designed to celebrate childhood, imagination, and the joy of colors and play. This new sub brand brings together all the beloved rice products for children, making it easier than ever for families to explore a world of fun and adventure.

Stay playful forever!

For years, rice has created colorful products for the whole family – and while children have always been part of the rice universe, their world has often blended with the grown-ups'. With **rice kids**, we're giving childhood its own space — celebrating the mess, the fun, and the imagination that make it so magical. **rice kids** is all about letting children be children, with creativity and color at the heart of it all.

A universe created for kids – and their imagination

rice has always brought color and magic to everyday moments. Now, with **rice kids**, we're taking it further — creating a dedicated space that sparks curiosity, inspires boundless play, and encourages storytelling and imagination.

"We want to celebrate childhood in all its wonderful, messy, and magical glory. We believe that imagination and play are the keys to a magical childhood, and that is the heart of every single of our designs," says Charlotte Guéniau, co-founder and creative director of rice.

Launching May 1st

The **rice kids** universe launches on **May 1st, 2025**, bringing together existing products in a new and inspiring way. **rice** invites all families to step into this playful world, where creativity, fun, and everyday magic are at the heart of everything.

About rice

rice is a Danish interior and accessories brand, known for its colorful universe and designs that add joy to everyday life. With playful details and products full of personality, **rice** makes life's little moments more fun and magical – now also for the youngest members of the family with **rice kids**.