

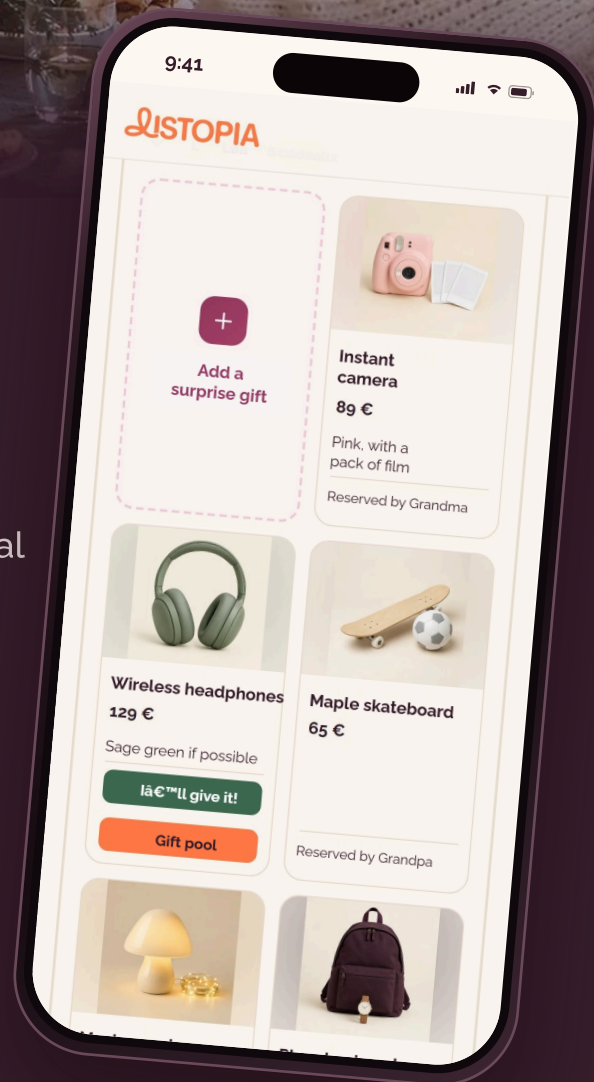


The whole family. One link for every gift.

Two formats: family wish lists together, or a personal list to share with loved ones.

Free.
No mandatory sign-up.

Press contact
contact@listopia.fr



An idea from everyday life.

As Christmas approaches, families often exchange wish lists. These give relatives ideas while leaving room for surprises. But with messages and separate lists, it soon becomes difficult to find everything.

Bringing wishes together should be simple. Yet creating an account for each person or switching between lists can make sharing harder. What families need is to see everyone's wishes in the same place.

Listopia grew from this need: one link brings together lists for parents, children and relatives, free and without mandatory sign-up. Everyone keeps their own wishes while sharing a space to plan gifts.



Illustrative photograph.

**A place for
everyone.
One link for
everyone.**

Family feedback keeps improving the service. A need, such as gifts with several recipients, can become a new feature. These conversations help Listopia stay close to everyday needs.

Two formats. Just as simple.

Family or personal: share wishes and plan gifts together.



The family list

Together: several lists

One link brings together several people's lists. Everyone fills in their own. Parents manage children's lists in one click; guests reserve without creating their own list.

L

The personal list

Personal: a single list

Fill your wish list and share it with loved ones, who can reserve gifts. A format suited to birthdays, a new baby or a wedding.



Add from a link

A product link fills in its name, photo and price when the shop supports it. Add details or enter a wish by hand.



Reserve and keep the surprise

Relatives see reserved gifts to avoid duplicates. Reservations are hidden from the recipient by default, keeping the surprise intact.



Receive or give together

A shared gift can have several recipients. Gift pools bring together pledged contributions to give together; relatives settle the money directly.



Link your lists

Wishes and reservations sync between personal, family and in-law lists. Gift exceptions let you choose where each wish appears.

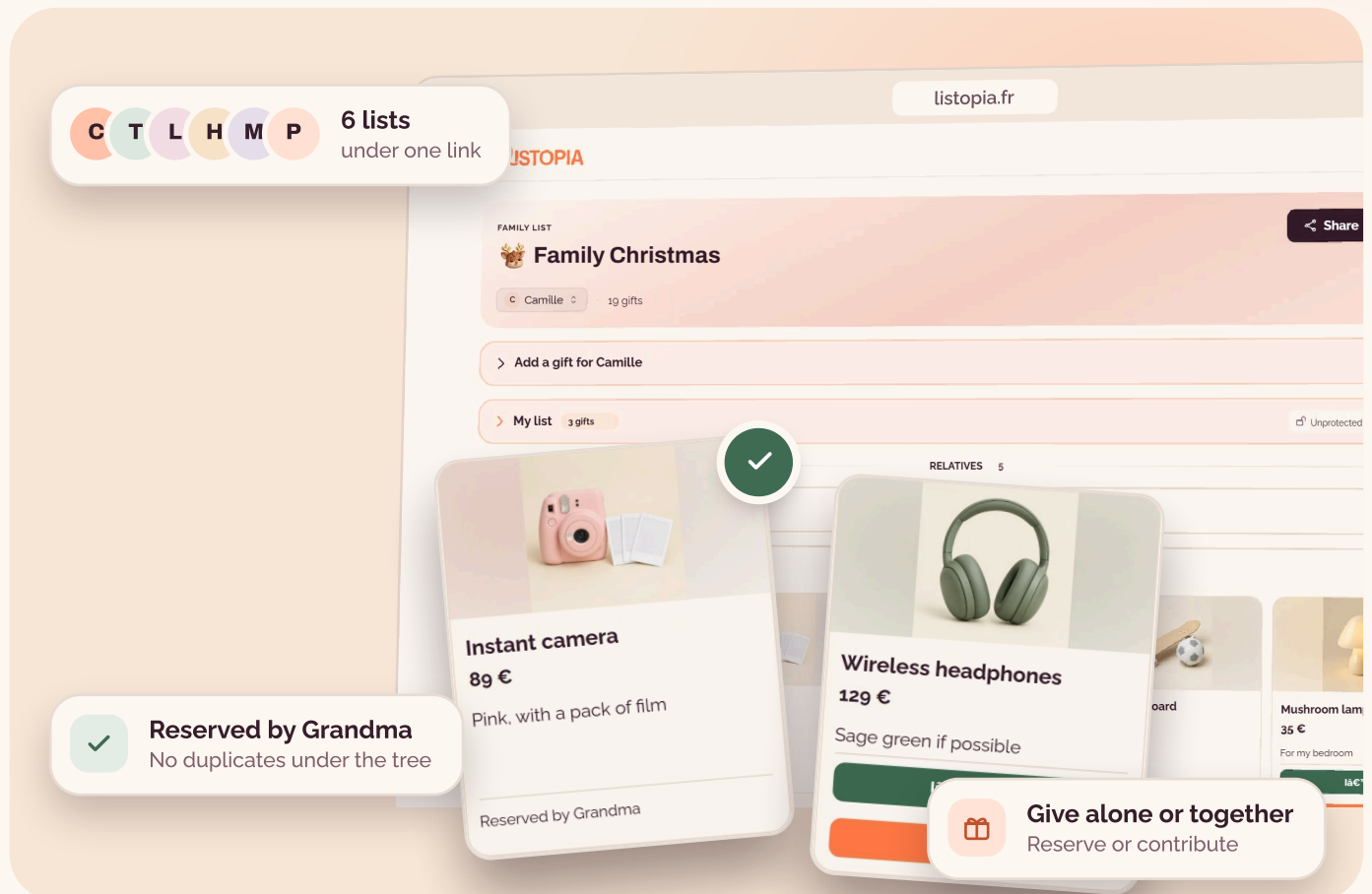


Free, with no mandatory sign-up.

A hard-to-guess link; lists are not indexed. Optional secret code or account.

Everyone's wishes. The family together.

Share the link with relatives. Parents, children and grandparents keep their own list in one space: everyone can see at a glance what each person would like.



Camille viewing Léa's list. Fictional names, gifts and amounts.



Children, in one click

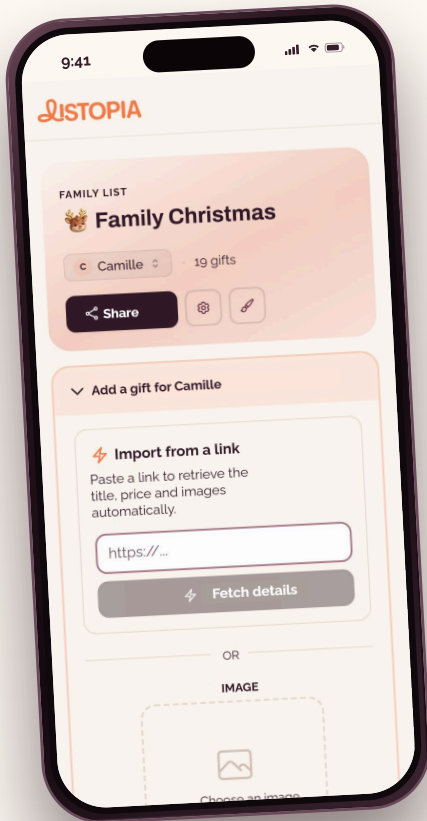
Parents switch to the child's profile to add wishes and manage their list directly.



Guests without their own list

Family friends browse and reserve as guests, without creating their own list for the event.

A wish found. A surprise preserved.



Details come together

Paste the product link. Automatic filling retrieves the name, photo and price when the shop supports it. Add a size, colour or description. Wishes without links can also be entered by hand.

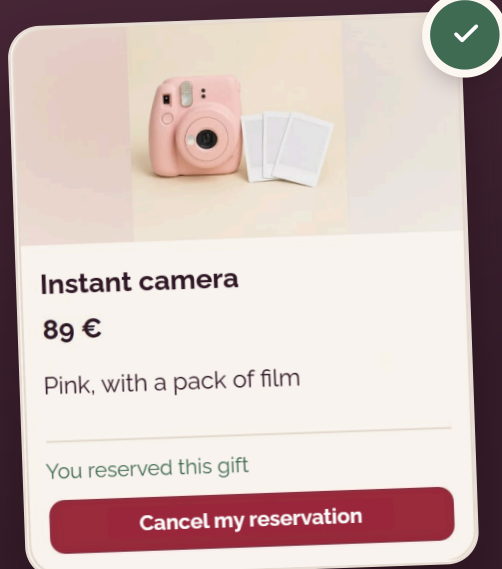


Choose without revealing

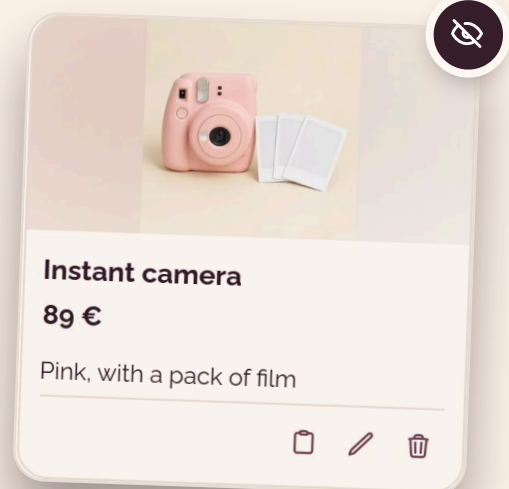
A relative reserves an idea they like. Others see it is taken and choose another gift. Reservations are hidden from the recipient by default, avoiding duplicates and keeping the surprise intact.

The purchase is made directly with the shop.

What Grandma sees



What Léa sees



No reservation shown on her own list.

The same gift, seen by Grandma who reserved it, then by Léa on her own list. Interface screenshot; fictional data.

The same wishes. The right people.

Family Christmas, birthdays with friends or gifts with in-laws: link your lists to reuse wishes across occasions without copying everything.



Illustrative photo and explanation diagram.



Reservations follow the gift

Synced gifts and reservations appear across linked lists. A scarf reserved on the family list is also marked for the in-laws. Groups coordinate even when planning gifts separately.



Exceptions for each wish

Choose which lists each gift appears on. Share an idea with family, keep it in your personal list and leave it out of the in-law list. Linking lists lets you choose what to share.

Share your wishes without showing everything to every group.

One gift, several ways to give together.



Give together

Several relatives decide to give Hugo's bicycle together. A gift pool collects pledged contributions: everyone enters their share and sees how much is left.



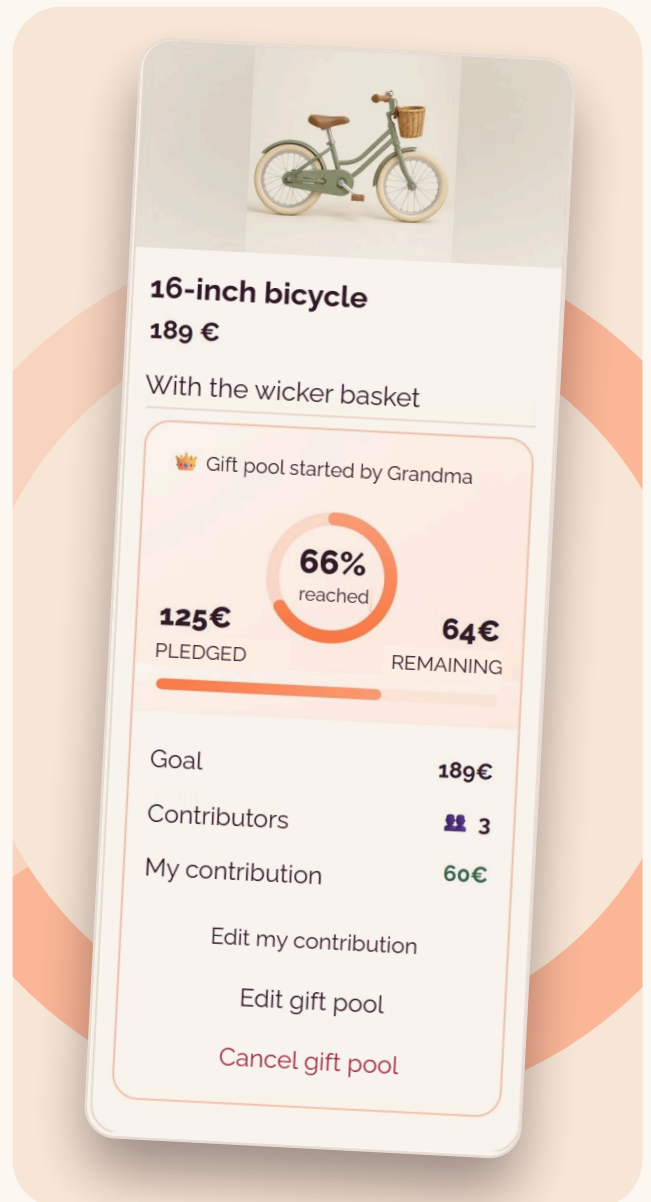
Receive together

A game for two children or an outing for a couple: a shared gift has several recipients. It remains one idea to organise, linked to everyone who will enjoy it.

PLEGDED CONTRIBUTIONS

M Grandma €60 **P** Grandpa €40 **T** Thomas €25

125 € pledged out of €189



Service detail; fictional data.



Illustrative photograph.



Relatives settle the money directly.

No payment passes through Listopia.

One link. Your circle of loved ones.

Sharing helps relatives find each other easily. The link is unique and hard to guess. Lists do not appear in a public directory where anyone can find them by entering a family name.



Illustrative photograph.



The link works like a key

It works like a Google Doc set to “anyone with the link”: you need the exact address to open the list. Anyone who receives it can forward it, so keep it within your circle of loved ones.



A hard-to-guess address

The link contains a long random string. Lists are not submitted to search engines: open them using the address a relative sends you.



Optional protection

Add a secret code or link your list to a Listopia account if you wish. Both are optional. An account also helps you find lists across devices.

Listopia stays free, with no subscription or advertising. Commissions from some shops fund the service at no extra cost to the buyer.

[Google Docs sharing](#)

[Privacy](#)

[Legal information](#)

The identity of Listopia.

The press kit includes vector and transparent logos, the logo on a plum background and the icon. These colours and typefaces can be used to illustrate an article or present the service.

**SVG logo**

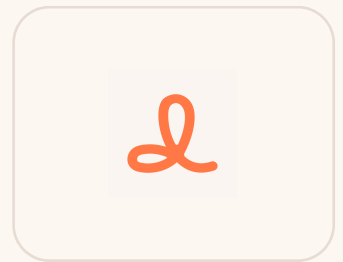
Vector, for layouts

**PNG logo**

Transparent background

**Logo on plum**

SVG and PNG, ready to use

**PNG icon**

Square formats

Main colours

**Orange** · #FF7C48

RGB 255, 124, 72

**Plum** · #351D2A

RGB 53, 29, 42

**Cream** · #FCF7F1

RGB 252, 247, 241

Typefaces

Aa**Archivo**

Headlines and key messages

Aa**Raleway**

Body copy and captions

Keep the logo's proportions and original orange. Use SVG for layouts and transparent PNG for quick placement. The icon is available for square formats.

Let's talk of Listopia.

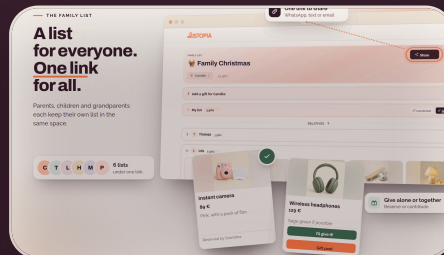
contact@listopia.fr

Listopia team / Stedi Consulting

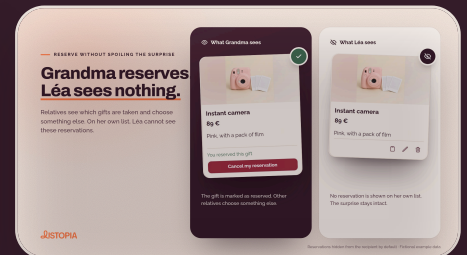
Ready-to-use visuals



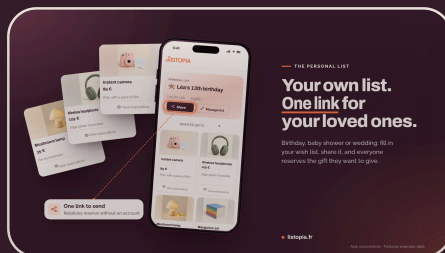
The main visual



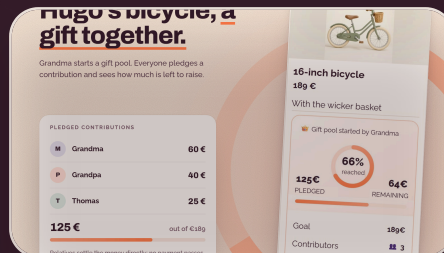
The family list



The surprise preserved



The personal list



The gift pool (square)



Social story and post

Press kit resources

The kit includes this PDF, logos and icon, eight visuals, brand guidelines and a copyable presentation.

Contact the Listopia team for an interview, a demonstration or additional visuals.

Online press area · listopia.fr/en/a-propos