



The starfish
that became
a child's best
friend



Chicco Nursery Collection - Spring Summer 2011





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During the hot summer months,
when it's too hot to sleep,
it's also hot up in the sky.
Even the stars and the moon twist
and turn in their beds,
and can't fall asleep.

On one of these hot nights, Marinella,
a shooting star, was leaning over her terrace,
unable to sleep at all. Her house looked onto the sea
and from up there in the sky all that calm fresh water
looked like something out of a dream.

Suddenly, Marinella had
a thought: "Summer is the season of shooting stars,
so if I jumped in, nobody would even notice".

This was her chance to dive into that deep blue water.
And so she closed up her house, took a deep breath,
and jumped. The water was as fresh as she'd always
imagined it would be. It was salty and full of life,
and as quick as you can say Marinella,
she turned into a starfish.



A young child with light skin and blonde hair is sitting on a sandy beach. The child is wearing a blue and white striped swimsuit. Their legs are spread out, and their hands are reaching towards a white starfish on the sand. The sand is light-colored and textured. The child's face is partially visible, looking down at the starfish. The background is a soft-focus view of the beach and ocean.

One day while out for a stroll,
Marinella went right up to the seashore,
and a small boy playing with his mother
spotted her. Marinella and the boy stared
at each other for the longest time,
as if they knew each other,
or to be more precise,
as if they recognized each other.
Marinella smiled and waved
at him with one of her arms.
The boy smiled back
and their friendship was sealed.





Terry beach towel – Cod. 40519
Poplin flip-flop – Cod. 58039
Reversible poplin hat – Cod. 59682



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Every day from that moment on,
Marinella woke up early
and swam to that precise spot
on the beach, she laid
on the bottom of the shallow water
and waited for the boy to arrive.
The moment she heard his happy
laughter she stood up
on her tallest arms and waved
at him and when he saw her,
the boy burst out laughing
even more and started to chat
and chat and chat.

Marinella understood every shriek, every
sound, every word.

She understood the language
of children, and children understood the
language of starfish,
and so they understood
everything Marinella said.







Jersey polo shirt with drill bermuda shorts – Cod. 76754

Each day their friendship
grew stronger and stronger.

The young boy had even
introduced Marinella to his friends:
the girls found her simply adorable,
and even if the boys thought
she was just another girly thing,
deep down they all really liked her.



Muslin hat – Cod. 59691
Muslin dress – Cod. 37013



Cotton tricot waistcoat – Cod. 85542
Pique shirt with drill trousers – Cod. 76752




Poplin hat – Cod. 59756
Poplin dress – Cod. 37017



Cotton tricot waistcoat – Cod. 85542
Pique shirt with drill trousers – Cod. 76752



Muslin shirt with stretch
twill trousers – Cod. 76765

A close-up photograph of a baby sitting and holding a white starfish in their mouth. The baby is wearing a blue and white argyle sweater vest over a light blue polo shirt and light-colored shorts. The background is a soft-focus green outdoor setting.

*As the days passed it became
harder and harder
for the boy and Marinella to part,
every minute they were apart
seemed like forever.*


Cotton tricot waistcoat – Cod. 85493
Piquet polo shirt with poplin bermuda shorts – Cod. 76710



Jersey t-shirt with
canvas overalls
Cod. 75433



Viscose jersey dress
Cod. 39970



And so it was that one morning,
just like all the others only a little more special,
the boy plucked Marinella
from the water and took her home.
He put her in a big, bright aquarium,
right next to his bed
so that they could be together
all the time, even at night
and on those days
when it rained so hard
nobody went to the beach.





Poplin dress with stretch
jersey bodysuit
Cod. 73407



Piquet baby's smock
and leggings
Cod. 71876



Jersey dress – Cod. 39995



Cotton tricot cardigan
Cod. 85516

Reversible fleece cardigan
Cod. 85515
Jersey shirt with
poplin trousers
Cod. 76737
Canvas shoes
Cod. 58106



Fleece cardigan
Cod. 85561
Stretch bull trousers
Cod. 94863
Canvas shoes
Cod. 58045

They chatted for ages and laughed
and planned on travelling here and there,
seeing this and that, and doing this,
that and the other.

The days drifted by
and Marinella had never felt so happy.



Cotton/silk dress
with stretch jersey
shrug wrap
Cod. 37019

Cotton socks
Cod. 58104



Piquet polo shirt
Cod. 63726
Stretch denim with braces
Cod. 94678
Pinstriped cotton shoes
Cod. 58075



Jersey t-shirt
Cod. 26980
Stretch bull trousers
Cod. 94863



Cotton tricot cardigan – Cod. 85477
Oxford shirt with linen/cotton trousers – Cod. 76682
Fake leather shoes – Cod. 58036



Stretch fleece cardigan – Cod. 85463
Muslin dress – Cod. 39975
Cotton socks – Cod. 58034



Muslin dress – Cod. 37086
Cotton socks – Cod. 58071
Fake leather shoes – Cod. 58073



Pinstriped cotton waistcoat – Cod. 85549
Jersey t-shirt with twill trousers – Cod. 76762
Cotton socks – Cod. 58072
Pinstriped cotton shoes – Cod. 58075



From left:
Denim trousers – Cod. 94632
Denim skirt – Cod. 45264
Denim trousers – Cod. 94628
Denim trousers – Cod. 94631



Denim jacket
Cod. 56750
Drill trousers
Cod. 94636
Canvas shoes
Cod. 58065





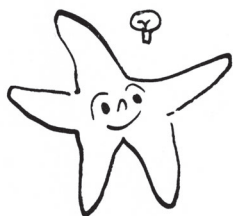
*But as the days drifted by,
so did the summer
and so too did the boy's holidays,
which, sooner or later,
would have to end,
and he would have
to go back to the city.*



Jersey polo shirt with
linen/cotton bermuda shorts
Cod. 76702
Cotton socks – Cod. 58047
Canvas shoes – Cod. 58045

Everybody knows there's no room for
an aquarium in the city,
so the two friends would have
to leave each other.

That was when Marinella
had a great idea.



Linen dress – Cod. 39972







Jersey and muslin t-shirt with poplin shorts – Cod. 76768



Poplin hat – Cod. 59768
Jersey dress – Cod. 37021



Poplin dress – Cod. 39991

After all, she said to the boy, I'm a shooting star, am I not?
If you take me to the beach tonight, I'll go back home up there in
the sky, she said as she showed him where her home was, right in
the middle of the Aquarius constellation.
That way I can see you and you can see me too, and whenever
you want to tell me something all you have to do is write it
on the sand and I'll read it from up there.

Then, next summer, when you come back here,
I'll shoot down once more
and we can spend the holiday together all over again.







Drill trousers – Cod. 94636



The boy was very happy to hear
that this was not a "goodbye" but a "see you soon".
He took Marinella back to the beach
and that night had a golden dream.

He took Marinella back to the beach
and that night had a golden dream.
Marinella returned to her home, up there in the sky,
and even she slept the whole night through.
The next morning, when she awoke,
he was relaxed and happy.
She looked down at the beach
where she had met the boy
and saw herself drawn on the sand.
Marinella understood immediately
that in that picture were the words "I love you."







credits

photo: Stefano Azario
 artdirection: McCann-Erickson
 illustrations: Serge Bloch

Marinella
 Nathaniel, Sawyer, Miguel,
 Adrianna, Maya, Searin.
 shot in Harbour Island, Bahamas



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