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I am Smarty the rat

Smarty the rat, or how to succeed in life when you are small and grey with long whiskers.

At first sight, Smarty the rat seems to be merely an adorable soft toy. But when you take a closer look at him, you discover that he conveys a universal and resolutely positive message of hope, and it feels good. With those big black eyes of his, Smarty shows us how to open ours and see the world in a different light. This little rat is a true messenger who claims in his stories that knowledge is the key to open all doors, and especially the door to love.

After all, who better than a rat can talk about prejudices and being an outcast? What if, while reading Smarty's story and cuddling him, our children could discover tolerance and want to believe in their dreams? It would be worth it then, wouldn't it?

My own special Smarty!

Because each Smarty is handmade in companies following a harmless and environment-friendly production process, it makes it truly unique. Indeed, it is utterly impossible to launch a serial production of our favourite rat with his big eyes and long whiskers, and this is good news! Wherever on the planet it may be, our Smarty is always made with love, and this is by far the most vital ingredient to use when you seek to change the world. He also represents the "chic à la française" thanks to the beauty of his clothes: a stylist who formerly worked for Sonia Rykiel and Givenchy among others designed his outfits. Her creations are a true initiation to excellence for the little ones.



Smarty the rat soft toys:

- The original: the "Little Sailor" Smarty the rat is the first born of this collection. His sailor-stripe top is a playful reference to the place where he was made: Brittany. This casual chic outfit is perfect for a boat trip as well as a city walk.
- The Little star: Here comes our little ballerina! Smarty the rat is sporting his most delicate outfit, full of poetry and humour, a reference to the young ballerinas of the Paris opera, nicknamed "the little rats of the Opera", ever graceful and tenacious.
- Little heart: With such a big heart, "Little heart" Smarty the rat will never refuse any cuddling session. Looking at once casual and chic in his little overalls, he is always up for a walk.
- Little Swimmer: inspired by the smart swimsuits of the 1920's, the "Deauville" outfit is perfect for a stroll by the sea or a moment of complicity and humour with Smarty the rat.
- Little Cuddle: either at night or at nap time, Smarty the rat's "Little Cuddle" outfit makes him ready to share a tender moment in the arms of a child.

Smarty the rat books:

Smarty is not merely a soft toy; he talks to children with a veritably educational approach. His role is to highlight his vision of the world: children can contribute to making the world a better place, and even a wonderful one, but they must know that they have the power to change this world in which they live, through knowledge!

Therefore, Smarty is coupled with a book series:

Volume 1: I am Smarty the rat

Volume 2: My new life

Volume 3: Believe in your dreams

All books and soft toys are for sale online at www.smartylerat.com



Our values

Behind Smarty, there is Nadia Katrib, who modestly and sensitively tells us her own story as a child in exile during the Gulf War in Kuwait. Lost in a world that was not hers, she had to learn to fight prejudices that die hard.

Now a grown-up, it is through her books and soft toys, or, in other words, through knowledge that Nadia intends to change the world. Smarty is the wonderful messenger she sends to teach people to be more tolerant and loving.

To change the world Nadia builds her actions around three essential pillars:

Education

“Children have the power to change the world with their knowledge”.

This is one of the messages conveyed by Smarty: a universal and intergenerational one, since the parents and grand-parents are obviously the best guides for their children and grand-children on the route to knowledge.

Through his educational stories based on research and passing on universal messages of love, respect and tolerance, Smarty invites his readers to discover the world around them. With this knowledge, children can become heroes themselves; they can understand that every living being has a place on this earth, and never give up their dreams. This is the reason why Nadia Katrib gives talks in schools, to make children aware of these issues.

Aestheticism

Thanks to his various outfits (Little Sailor, Little Star, Little Heart, Little Swimmer, Little Cuddle), Smarty the rat is present at every moment of a child's life : as a soft toy they can cuddle while falling asleep, as a friend , or as a merry playmate in the games they invent, stirring up their imagination and creativity.

Smarty's look represents the "chic à la française" (his beautiful clothes were designed by a gifted young stylist and former employee of Sonia Rykiel and Givenchy among others), a true initiation to excellence for the little ones.



Mutual Aid

In addition to promoting this value of mutual aid in his books, Smarty launches concrete actions both at a local and a global scale.

The profits generated by the sales of Smarty the rat products are used to help the suffering and needy. To this day, 12 gravely ill children have been able to undergo cardiac surgery, milk cans have been distributed to an orphanage in Sri Lanka, and Yule logs have been savoured on Christmas Eve by elderly people who could not afford it... to mention only a few examples!

About Nadia Katrib, the creator of Smarty the rat

Nadia grew up in Kuwait, in a secure and protective environment she still describes today as a sort of timeless bubble, a cocoon in which she grew up with her three sisters. The year she turned 13, she was with her family in Strasbourg, in France, for the holidays when disaster struck. Kuwait was invaded and everything changed. "I never went home again". The only thing she has left from her childhood is a nightshirt. Her family split up and Nadia was sent to live alone under the care of a foster family.

Young Nadia was hyper-sensitive at the time, and already gifted with a formidable protective instinct and the urge to defend the most fragile people tooth and nail, thus becoming in a way the infallible protector she herself never had .

Holder of a Master's Degree in Politics and Management of Culture obtained at the IEP of Strasbourg, Nadia worked in the field of communication for six years before leaving it all behind to put her expertise at the service of humanity.

It was then that Smarty was born.

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