

RETAIL LEADER ACCENT GROUP CONTINUES TO DOMINATE WITH THE ANNOUNCEMENT OF NEW E-COMMERCE SITE BUILT FOR KIDS.



Accent Group, the regional leader in Retail and Distribution of Performance and Lifestyle Footwear, has announced the launch of The Trybe, a world-class online experience designed specifically for kids.

“Shopping for kids shoes is tough, poor availability of brands, range and sizes, combined with inconsistent in-store service makes finding kids footwear a painful shopping experience.”

— Mark Teperson, Chief Digital Officer, Accent Group.

The Trybe spent a lot of time listening to consumers and researching what was missing from the marketplace. The experience design of The Trybe focuses on solving key challenges highlighted by consumers, finding the right size is simplified by useful tools and technology, whilst family accounts allow kids to create their own personalised profiles to browse products in a safe environment.

The Trybe, will stock one of the largest online collections of kids footwear available, boasting an impressive variety of brands and styles for all ages. In a poignant move for the industry The Trybe has revolutionised traditional e-comm norms, users can search for shoes based on size, style and colour rather than gender. Kids are encouraged to shop for themselves through personalised profiles allowing consumers to add favourite items to a single click wish list, prompting a notification to send to their parent's account to make the shopping experience easier and safer.



“The Trybe is so much more than a just great online experience, the brand exists to inspire kids everywhere to be real, have fun and be bold. We believe in the importance of supporting individuality and inclusiveness, youth culture and activating play, we lead with innovation and empower kids.”

— Mark Teperson, Chief Digital Officer, Accent Group.

Unique features like categorising product by age groups and size ranges, rather than by Boys and Girls sets the site apart from others in the marketplace. Head of Marketing for The Trybe, Deena Colman is enthusiastic about the launch and passionate about what the company stands for.

“The Trybe allows us to create an immersive, inclusive culture and experience for the next generation. We want to encourage individuality, style and personality by allowing kids to be who they want to be.”

— Deena Colman, Head of Marketing, The Trybe.

Parents and kids will be able to shop across 24 iconic and renowned footwear brands including Vans, Timberland, Adidas, Nike and Converse, with access to exclusive collections. In another first, The Trybe has tackled the confusion of deciphering shoe sizes and conversions between brands. Parents can simply measure their kids' foot at home and shop across all brands and all styles in centimetres in addition to traditional sizing.

All first time purchases on The Trybe are covered by a free returns policy when you create a new account on the website. This will ensure that parents are not out of pocket for change-of-mind returns or change-of-size exchanges. Plus free shipping on orders over \$79!

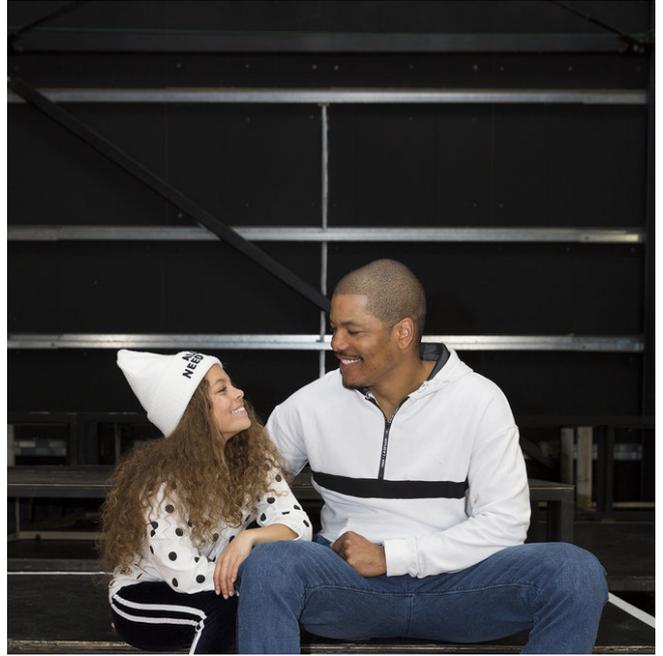
TheTrybe launches September 2018 and stocks an extensive range of the World's most loved brands for kids age 0 - 12 years. Thetrybe.com.au.

Brands: Adidas, Asics Tiger, Bisgaard, Clarks Originals, Converse, Dr.Martens, Genuins, Lacoste, Maison Mangostan, Melula, Naturino, New Balance, Nike, Palladium, Primigi, Puma, Skechers, Stance, Superga, Supra, Timberland, Vans, Veja.

KEY STATS:

- * 40-50% of all kids shoe purchases are influenced by children 3-12 years old.
- * Research showed parents spend on average \$240 per child on kids footwear each year.
- * Children's footwear market in Australia estimated \$787m (IBIS Report)





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About Accent Group

Accent Group Limited (AX1) is a leader in the retail and distribution sectors of performance and lifestyle footwear with over 446 stores across 10 different retail banners and exclusive distribution rights for 10 international brands across Australia and New Zealand.

ABOUT DXD AGENCY

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We put brands in the hands of influencers and media in Australia, and the World.



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