

Retail Brand, Minnetonka Moccasin, Partners with Resale Marketplace, Kidizen, for Mother's Day

Minneapolis, MN, April 27, 2015: Kidizen and Minnetonka Moccasin, partners in style, sustainability, and outstanding quality, have come together to spread Mother's Day love. Kidizen, a marketplace for style-savvy parents to buy and sell kids' fashion, is featuring Minnetonka Moccasin in the app as a way to provide perks to the Kidizen community for Mother's Day, and build brand love and loyalty for Minnetonka.

Kidizen and Minnetonka, both based in Minneapolis, MN, see the partnership as a natural fit given the growing popularity of moccasins with young stylish moms. In addition, the love of Minnetonka moccs, in particular, is strong with fashion-forward parents on Kidizen.

Cadyn DiGiovanni, a Kidizen buyer and seller from Austin, TX, explains, "I had never heard of Minnetonka moccs until joining Kidizen, and they are now our go-to shoe. We have so much fun styling with our moccs and of course now we have several colors and styles for each of our girls!"

As parents share kids' looks, style, and inspiration, and engage with others in the Kidizen app, they get introduced to new brands, and deepen their affinity for certain brands. In fact, Kidizen has devised a way to measure brand affinity within the Kidizen app, with their proprietary "Brand Love Score" that is based on a mix of social engagement metrics and purchase behavior. Kidizen is not surprised to find that Minnetonka has one of the highest Brand Love Scores in the footwear category on Kidizen.

Dori Graff, Kidizen co-founder, explains, "It may seem counterintuitive for brands to partner with resale marketplaces. However, once you see how social, engaged, and brand loyal our community is on Kidizen, the benefit to brands is clear." In the end, Kidizen provides a new channel for forward-thinking brands to authentically engage an otherwise untapped consumer base.

For more information, contact Dori Graff, at 612-987-0284 or dori@kidizen.com.

About Kidizen

Kidizen is the marketplace for parents to sell, shop & share the things they love. We help them keep up with their kids' constantly changing needs – from the next size to the next style to the next season – by providing a social platform that makes it easy to connect and exchange within a trustworthy, style-minded parent community.

Links

Kidizen web site: www.kidizen.com Minnetonka web site: www.minnetonkamoccasin.com

Kidizen app: <https://itunes.apple.com/us/app/kidizen-buy-sell-kids-clothes/id395245595?ls=1&mt=8>

Assets: <https://www.kidizen.com/press/media-resources/index.htm>