PK Beans Launches Rebranded Fall Collection to Record-Breaking Response

written by Raj Shah | September 16, 2020

September 16, 2020 (Source) – Peekaboo Beans Inc. (CSE: BEAN) (OTC Pink: PBBSF) ("**PK Beans**" or the "**Company**") a responsible and innovative children's apparel brand is pleased to report the successful launch of its first ever rebranded product in August. Since pivoting the business model, the Company has strategically been growing its online presence and receiving notable return on ad-spend (ROA) metrics. With that, the Company saw a 900% increase of sales on launch day over Fall 2019, of $36,000 and a 25% inventory sell through within the first two weeks.

These numbers indicate a strong positive reception of the Company's modern Rebrand and quality selection of age-appropriate, comfortable and fashion forward clothing for Boys, Girls and Babies; just in time for the 'back to school' season. PK Beans' Fall 2020 Collection features an expanded size range from 0-3 months through to size 12 and new gender-neutral styles of hoodies and denim.

In addition to a successful Fall launch; the Company continues to gain margin momentum through new inventory coming and their growing sustainable PK RePlay initiative, and partnerships with local manufacturers supplying masks for children and adults adapting to COVID-19 demands. The Company has also started a new Wholesale program to further expand their omni-channel business model, brand awareness and customer-reach.

"We strategically pivoted PK Beans to grow multiple sales channels," says CEO and Founder, Traci Costa. "We have the most

loyal customers with our 50% returning customer rate, and a significantly higher than industry average ROA. Combined with our strong mission of happy and healthy children, we are now poised to be an industry leader in bridging the gap of children's fashion and their healthy growth and development."

About Peekaboo Beans Inc.

PK Beans is an innovative children's apparel brand with a focus on environmentally responsible clothes that are intentionally designed to inspire play. Through an omni-channel approach, Peekaboo Beans engages sellers through social platforms, including Instagram and Facebook, as well as online retailers, to maximize revenue and build brand loyalty. The Company works to promote a playful lifestyle for children by designing comfortable clothes that are built to last.

To learn more about PK Beans, visit: www.pkbeans.com.

On behalf of the Board of Directors,
Peekaboo Beans Inc.

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