

Skye Distribution to launch Rookie concept with kids top brands

Haddad, which represents Converse, Jordan and Nike Action kids' apparel, has signed a distribution agreement with Skye Distribution to rollout these brands in South Africa, through the US concept of Rookie stores.

Rookie is a kids only retail destination that transforms the shopping experience for young customers. The way the store is designed and brought to life is a different execution of retail marketing, involving interactive features that offer advice and guidance on selections and makes shopping a playful social experience.

In the US, Rookie was the first retailer to leverage a celebrity endorsement by creating a virtual assistant in-store to guide shoppers in selecting product best suited to them, highlighting new brands and even sharing basketball tips. Kids can engage and participate, while shopping with games and technology that encourage activity true to an active youthful lifestyle.

"We look forward to launching the retail destinations in early 2013 and making them special for the South African market," says Riyadh Peer, director of Skye Distribution. "We also look forward to working with Haddad Brands on future opportunities as their partner of choice in Sub-Saharan Africa."

President of Haddad Brands, Jack Haddad says, "We are proud to partner with Skye in order to distribute the brands that we globally represent in kids apparel. We are confident that this marriage will enable these iconic brands to reach consumers throughout South Africa and neighbouring countries. We look forward to a long-lasting, mutually successful relationship, which ultimately serves the consumer with the right product in premium channels of distribution."

Skye Distribution has been operating in the South Africa environment for over 40 years and owns sole distribution rights for Converse footwear, apparel and accessories, Dickies fashion and work wear and Scottish inspired fashion and on course golf range Lyle and Scott. It is a subsidiary of the LA Group.