

Kids Too

One Year On

Monday 29th January 2024

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One whole year!

One year on already! It's been an incredible year and we want to take this opportunity to thank our amazing customers who have supported us! Our ever growing community continues to be the beating heart of our business and its success.

The last 12 months has been filled with lot's of 'firsts' and we wanted to take a look back at how far we've come and celebrate with you!

Rebranding

Saying goodbye to 'Knit One Kids Too'



After careful consideration and lots of brand research, we were thrilled to change our name to 'Kids Too' earlier this year. Previously known as 'Knit One Kids Too' remains a huge part of our

brand ethos and our store's history. We were particularly keen to hold onto the historical name that has helped make the brand what it is today, whilst allowing us room to evolve and grow. With this in mind, 'Kids Too' reflects a fresh and modern era, allowing us to develop the business, introducing new brands, events, ways of working and styles whilst still holding the history of the store.

Launching our very first website

After what felt like an eternity and working incredibly hard we were thrilled to be able to launch our website (kidstoo.co.uk) on the 25th of October 2023. As part of our rebrand Kids Too offers a fresh take on stock, introduces new brands and incorporates our very own niche, building outfits!

The launch of kidstoo.co.uk has been a huge triumph, however we are still within early stages of development, with lots of exciting things happening in 2024!

“Absolutely fantastic! Lovely shop and very friendly staff.”

Customer quote



New Brands

After attending the infamous INDX show in the summer we were on a mission to try and find some new and exciting brands that reflected our business and customers. We are pleased to share some of our new additions including; Lilly & Sid, Agatha Ru De La Prada, Levis, Babadu and an online exclusive Abel & Lula.

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The Kids Too Community

Our ever growing community and incredible customers are always at the heart of everything we do at Kids Too! To celebrate and thank our customers for shopping with us we have created a



quarterly community video, showing off our fabulous customer images of their best dressed children, kitted out of course, by us! The community surrounding the shop has been the biggest blessing and we continue to give back to the community by donating to local charities, hosting social events and entering local competitions! The most recent competition we were lucky enough to place 2nd; being the best dressed Cumnock Juniors inspired window!

“Easy to use website with an excellent packaging and delivery service. Good quality children’s clothing”

Customer quote

CWB

Towards the end of 2023 we were approached by CWB (childrenswear buyer magazine) who are experts within the childrenswear industry and sponsor the famous INDX show! CWB have featured kidstoo.co.uk in their ‘Retail Therapy’ section as a new up and coming boutique for their January edition! Read the full article at (www.cwb-online.co/).



“Beautiful quality clothing that lasts!”

Social Media

To spread the word about Kids Too, reach our wonderful customers and stay connected to the baby and childrenswear industry, we’ve worked incredibly hard on our social media content. This year we have launched Kids Too on Tik Tok, Instagram and continued to grow and develop our existing Facebook community. Our platforms allow us to connect with our customers, hold competitions, offer exclusive discounts and inspire with our unique outfit building service. Follow us on all social media at [kids__too](https://www.kidstoo.co.uk) and for our local community posts visit [kids_too_cumnock](https://www.kidstoo.co.uk).