

# Peekaboo Beans' Traci Costa on reinventing retail in children's fashion

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"We are changing the face of children's fashion by cutting through the noise and creating a movement towards slow fashion in which we are making high-quality clothing for kids and selling it through a disruptive model in which we can empower women to be able to sell our product and engage kids in a trans-media augmented reality experience. Its all about creating good quality product that is staying out of the landfills, we are selling through disruption and we are engaging in a whole new way. It is reinventing retail." States Traci Costa, President and CEO of [Peekaboo Beans Inc.](#) (CSE: BEAN | OTCQB: PBBSF), in an interview with InvestorIntel's Tracy Weslosky.

Traci went on to provide an update on the company's new trans-media subscription box. She said that the subscription box is an engagement strategy which will take the company's marketing spend and turn it into a monthly revenue generating model. Traci also provided an update on Peekaboo Beans' resale market online portal. The company aims to create a circular economy by buying back Peekaboo Beans' products and reselling through a secondary market thus keeping the products out of the landfill and encouraging sustainability.

To access the complete interview, [click here](#)

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