

# PK Beans Summer 2020 Line of Environmentally Responsible Children's Clothing Attracts a 61% Increase in Average Orders Year-Over-Year



CSE: BEAN

June 17, 2020 (Source) – Peekaboo Beans Inc. (CSE: BEAN) (OTCQB: PBBSF) ("**PK Beans**" or the "**Company**"), a children's apparel brand with a focus on environmentally responsible clothes, is pleased to announce the

successful launch of PK Beans Summer 2020 Collection online.

Since launching the PK Beans Summer 2020 Collection, the Company has sold 10% of their inventory and have increased their page views 65% and their new users by 58% year-over-year. The success of this collection may be attributed to curating a relevant, modern in-demand collection and strong marketing, which include seeing a return on advertising spend of 35.1.

Traci Costa, Founder, President and CEO of PK Beans commented: "PK Beans Summer 2020 Collection highlight the strength of the Company during the challenges brought to all of us with COVID-19. Starting with a substantial margin improvement in our bottom-line, and on behalf of the PK Bean's team, I would like to thank all our returning customers! With an unprecedented 75% returning customer rate, and with a 61% increase in average orders from \$90 to \$145, as always, our success is by providing high quality clothing that enhances our children's life experience."

Adding, "It is our plan-of-action to curate small contemporary collections that sell out. PK Beans Summer 2020 Collection is a preview of the intended Fall Collection model. We are delighted by the rebranding process that has been deployed with our modern PK Beans logos, we will be phasing out the previous historic bean logo in the PK Beans Fall 2020 Collection."

In addition to the PK Bean's Summer 2020 Collection, the Company recently consolidated office and warehouse space to one location, resulting in savings of approximately \$100k for the Company annually.

### **About Peekaboo Beans Inc.**

PK Beans is a 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](http://www.pkbeans.com)

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

Ms. Traci Costa, President and CEO

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