

Try MIKI HOUSE Quality: My first/second/Pre-walking shoes

NEW YORK (December 30st 2020) – We are delighted to announce that the “Try MIKI HOUSE Quality” campaign for our signature My First Shoes (<http://bit.ly/3ruUPu5>), My Second Shoes (<http://bit.ly/3aMwj1k>), and My pre-walking shoes (<http://bit.ly/2Jrq1sX>) will take place from January 7th (Thursday) to January 24th (Sunday). During this period, we will offer a special discount on the shoes, bringing it from MSRP \$79 to \$59 with coupon code **MHQ21**. These shoes are usually excluded from any promotions.

Won Kids Design Award backed by Japanese Ministry of Economy, Trade and Industry. Made in Japan.

About “My First Shoes”



1. Turned-up Toe

It prevents stumbling.

2. Room to Grow

Toe box has enough room for toes to spread as if they are in barefoot walking.

3. Hard Heel Counter

Big and hard counter holds heel and ankle firmly, prevents them from turning inward or outward and promotes natural walking.

4. Soft Heel Pad & Thick Cushioned Insole

Both cover heel and ankle softly.

5. Wide Opening & Wide Hook-and-Loop Strap

Wide opening makes wearing easier. Wide strap secures fit.

6. Flexible Joint Design

Sole is designed to bend easily at toe area. This design helps children to walk smoothly and promotes healthy development of feet.

Video of My first shoes

https://youtu.be/crtEx_RvW4o

ABOUT MIKI HOUSE Americas, Inc.

MIKI HOUSE, the Japanese leading premium fashion brand for babies and children, is renowned for its irresistibly cute designs, uncompromising quality and Japanese craftsmanship. Our credo is to make all children smile, dream and grow up healthy. Our products stay true to this mission. MIKI HOUSE brand is made for children to play, run and rest with comfort and happiness.

As a subsidiary of MIKI SHOKO., LTD. in the US market, the company currently operates three stores at Bloomingdale's 59th Street in New York City, The Aventura Mall in Florida, and San Francisco Centre in California, and the online store at mikihouse-usa.com.

ABOUT MIKI SHOKO CO., LTD.

Founded in 1971 by Koichi Kimura in Osaka, Japan, the company opened the first MIKI HOUSE store in Kyoto, Japan, in 1978. In 1987, MIKI HOUSE started its global expansion and opened the stores in the world's premium shopping destinations such as St. Honore in Paris, Harrods in London. Currently, it operates more than 300 stores in Japan and worldwide, Harrods in London, Moscow, Paris, Singapore, Kiev, Vancouver and Melbourne, as well as shop-in-shops in Bangkok, Beijing, Hong Kong, and Seoul.

Since 1988, MIKI HOUSE has sponsored more than 30 Olympic athletes in Judo, table tennis and synchronized swimming to support children's dreams and futures. One of the leading athletes is Tadahiro Nomura, who won three gold medals in Judo.

More information is available at: mikihouse.com.

CONTACT:

Suguru Iwashiro
Group Manager
MIKI HOUSE Americas, Inc.
sugurui@mikihouse-usa.com

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