



Media Contacts -

For Coresight Research:

Meir Kahtan Public Relations/Meir Kahtan mkahtan@rcn.com +1 917-864-0800

For Shopkick:

KeyPR/Angelena Lufrano shopkick@thekeypr.com +1 510-517-2842

Coresight Research, Shopkick and Fashwire Announce Participating Retailers and Brands In 10.10 Shopping Festival

- Coresight Research has partnered with Shopkick and Fashwire to bring a new shopping holiday to the U.S.
- Here's an early peek into participating retailers and charitable causes

New York, NY, Redwood City, CA , Seattle, WA—As we head into the 2020 Holiday Season, retailers are looking for ways to bring the excitement back to shopping and deliver merchandise to shoppers and gift recipients in a timely way. Coresight Research is bringing a new shopping holiday, the [10.10 Shopping Festival](#), to the American consumer market., in partnership with Shopkick, a leading shopping rewards app, and Fashwire, an AI driven B2B and B2C global fashion marketplace, The festival will run from October 9 to 12 including October 10th, or 10.10, the event's namesake day.

Retailers, brands, and designers will benefit from 10.10 through increased traffic and by pulling forward holiday shopping, which will help alleviate supply-chain pressures against the backdrop of the Covid-19 crisis. For consumers, the festival will offer a gamified retail experience and deals. The festival will also include a prominent charitable aspect by supporting the lifesaving mission of [St. Jude Children's Research Hospital](#)[®]: Finding cures. Saving children.[®] and other charities including including Pink Aid, Retailers United, Soles4Souls, The Mayor's Fund to Advance New York City, and the Breast Cancer Research Fund.

During the 10.10 Shopping Festival, which will span Shopkick's Shopper Appreciation Weekend (October 9-11), shoppers will earn major rewards in the form of 'kicks' (Shopkick's rewards currency), for visiting and purchasing from participating retailers and brands, both on- and offline. "Kicks" can be redeemed for gift cards or donated to participating charitable organizations. In addition, Fashwire's participating designers will be presented in a curated global shop available instore, online and via the Fashwire mobile apps. All participating designers will all donate a portion of proceeds to charitable causes.



Now, the organizers are announcing an early look at participating retailers and brands, including:

Participating Retailers and Brands

- Auburn Jewelry
- Bloom Beauty
- Dermelect
- Graphic Image
- Guess
- Hollywood Fashion Secrets
- Jos A. Bank
- K & G Fashion Stores
- Kokostar
- Kroger
- Las Delicias Patisserie
- Men's Wearhouse
- Organic Candy Factory
- Puravi
- Shock
- Shop Fashwire

Participating on Shopkick

- First Leaf
- Lenovo
- Shoe Carnival

Participating on Fashwire

- Alivia
- Amaya
- Andrew & Cole
- aSady
- Beauhstyle
- Celeste Sol
- CoFi Leathers
- D-Luca
- DEZEN
- Elizabeth Moore



- Elizabeth Reid
- FELLER
- GiGi New York
- Gold & Honey
- Kaanas
- Maneesha Ruia
- Mantari
- Milwaukee Boot
- Modern Tie
- Mona Assemi
- Moral Code
- MURMUR
- Rafe New York
- Rebecca Nadler
- Redd Accessories
- Rossario George
- Royal Nomad
- Rubin Singer
- Shannon Koszyk
- Suzanna Dai
- Valeria Amaral

In addition, the festival’s supporting partners are also being named at this time:

- Blue Yonder
- Manhattan Chamber of Commerce
- Newmine
- Position Imaging
- Precima
- Retail Innovation Conference
- Science Inc.
- Tanger Outlets
- Trove

Says Coresight Research’s CEO and Founder, Deborah Weinswig: “With our research showing most consumers anticipate doing their holiday shopping earlier this year, it’s the perfect time to launch. The extra time before December will help alleviate every retailer’s nightmare in a year involving skyrocketing online sales: order processing, fulfillment, and shipment delays. The tim-



ing, coupled with what we've learned from Alibaba's Singles' Day – a newly created shopping holiday that turned into a resounding success for the Chinese retail platform – are key aspects of our decision to band together to create this event.”

“Adding new and easy ways for our users to earn rewards has been critical to our mission. The 10.10 Shopping Festival and our Shopper Appreciation Weekend extend this even further,” said Dave Fisch, general manager of Shopkick. “As the economic toll from the global pandemic continues to weigh on consumers, we want to make it even more rewarding for them to accomplish their holiday shopping, whether in store or online.”

“Fashwire is thrilled to be a partner with Coresight Research for its launch of the 10.10 Shopping Festival,” stated Kimberly Carney, Founder & CEO of Fashwire. “10.10's philanthropic mission is a powerful way to connect consumers to brands and retailers while also giving back and presenting a great opportunity to help boost sales now and throughout the holiday shopping season.”

About Coresight

Coresight Research is a research and advisory firm specializing in retail and technology. Established in 2018 by leading global retail analyst Deborah Weinswig, the firm is headquartered in New York, with offices in London, Hong Kong, Shanghai, and Mangalore (India). The firm provides data-driven analysis and strategic advisory to clients including retailers, brands, enterprise technology companies, accelerators and more. In addition to being renowned for its breadth and depth of research, Coresight Research is known for its expertise in the China market, helping clients with market entry and cross-border e-commerce strategies. Coresight Research is also known for its Innovator Intelligence platform, consisting of a vast network of technology entrepreneurs that it actively cultivates through events, mentorship, and regularly updated report coverage. For more information, visit www.coresight.com.

About Fashwire

Fashwire is a global platform for the contemporary fashion industry. Launched in 2018, Fashwire began as a marketplace for emerging and established brands from around the world. A source of global fashion intelligence, today Fashwire is a B2B data hub for its brand partners to navigate consumer demand and increase profitability. The Fashwire platform connects over 300 brands from more than 30 countries directly to consumers, delivering a truly unique shopping experience by improving fashion discovery and awareness by using AI to personalize the customer experience based on known preferences. The company has raised \$2.5M to date and is backed by a range of all-star private angel investors.

About Shopkick, Inc.

Shopkick, a Trax company, is a leading shopping rewards app, bringing moments of joy to every-



day shopping - both on- and off-line. For brands and retailers, Shopkick provides high consumer engagement along the entire path to purchase. The company's unique pay for performance model has been proven to deliver high ROI, while driving incremental traffic, product engagement, and sales. Some of its leading brand and retail partners include Kraft-Heinz, Barilla, GE, Kellogg's, TJ Maxx and Unilever, among others.

Shopkick is available for free on iPhone from the App Store and for Android from Google Play. For more information, please visit www.shopkick.com.

###