

Miki Racine Berardelli Joins KIDBOX as Chief Executive Officer

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NEW YORK, Aug. 16, 2016 /PRNewswire/ -- KIDBOX, the first kid's style box to deliver cool brands, significant savings and a mission to clothe children in need, announced today the appointment of Miki Racine Berardelli as the Chief Executive Officer. Berardelli joins from Chico's FAS, the multi-billion dollar retailer, where she was President of Digital Commerce and CMO. Prior to Chico's FAS, she served as CMO of Tory Burch.

Launched in spring 2016, KIDBOX was created to provide parents with more time, while taking the hassle out of shopping and styling. KIDBOX, which recently closed a new round of funding, offers brand-name apparel at unbeatable prices, coupled with a personalized service designed for kids and their unique tastes. The brand enables parents and kids to start a conversation about giving back to the community. Through a partnership with K.I.D.S./Fashion Delivers, KIDBOX will outfit a child in need for every KIDBOX purchased, supporting their mission to donate clothing to one million children in need throughout the United States. At KIDBOX, Berardelli will focus on customer acquisition and continue to develop the team, building an unparalleled company culture and pushing the business and brand forward.

"I am excited and honored to join KIDBOX; as a mother, I feel a deep personal connection to the brand and its purpose," Berardelli said. "Leading a startup presents a new, exciting challenge and I am eager to learn everything about the business as it grows. The chance to build something meaningful is a very rare opportunity."



Berardelli has more than 20 years of experience building successful businesses in the marketing and e-commerce industry, with skills that span a spectrum of customer-based strategies and marketing initiatives. As the CMO of Tory Burch, she engineered, built and led the digital e-commerce business and oversaw global marketing. Before joining Tory Burch in 2009, she spent eight years at Ralph Lauren where she served as the Senior Vice President of Marketing for digital and retail. She developed and led the multi-channel marketing strategy for their retail businesses, which included a sizable children's brand. Berardelli also brings to KIDBOX her experience in the launch of Limited Too's direct-to-consumer business from inception.

Berardelli served on the Shop.org board of directors, most recently as Chairman, and currently serves as the Chairman of the CMO Council for the National Retail Federation. She is also on the board of Giggle Inc., a multi-channel baby products and lifestyle brand. She has been recognized by Women's Wear Daily as one of the "Ten of Tomorrow."

"We love Miki's passion for the the business and her proven track record in growing major e-commerce brands," said KIDBOX cofounder Haim Dabah. "As a working mom, Miki understands how important it is to give busy parents more time. We know she will help us to reimagine the shop-at-home experience and continue to inspire us with her passion for leading a mission driven company."

Berardelli is scheduled to officially start with the company in September 2016.

KIDBOX, a VC-backed startup that launched in 2016, is the first kid's style box to use a machine-learning algorithm to deliver a personalized selection of quality brand-name apparel. Offering trustworthy brands that parents know at an average of \$14-16 per item, KIDBOX provides convenience and value with risk-free, complimentary at home try-ons. For every KIDBOX purchased, KIDBOX will donate an outfit through a partnership with K.I.D.S./Fashion Delivers. KIDBOX is headquartered in New York with a Tel Aviv-based tech and data science center.