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CultureFly Announces New Subscription Box Service, Shopkins Direct

Exclusive Shopkins Items Delivered Right to Your Door!

New York, New York: Today, CultureFly, a pop culture apparel, accessories, and collectible box company, announced the launch of Shopkins Direct. Shopkins Direct is a licensed subscription box service that ships four times a year. Each box is conveniently packed and delivered to our fans with exclusive, limited edition Shopkins apparel, accessories, housewares, and collectibles that are not available at retail.

On launching Shopkins Direct, CultureFly CEO Eddie Erani said, “Shopkins represents one of the biggest names in the collectible toy market. Our products will speak to the core Shopkins collector as well as the more casual Shopkins fan. Moose Toys has been a fantastic partner and we look forward to bringing amazing products directly to the customers.”

- Shopkins Direct ships four times a year, starting Summer 2017
- Each box will have a unique theme and will contain 6-8 exclusive items
- First theme is “Rainbow Celebration”
- Shopkins Direct ships to residents of the USA and Canada

For more information, please visit www.shopkinsdirect.com or follow Shopkins Direct on Facebook (www.facebook.com/shopkinsdirect) and Instagram (@shopkinsdirect).

About CultureFly LLC: CultureFly is home to a team of pop culture fanatics who strive to create amazing and original products for hardcore and casual fans alike. At CultureFly, pop culture is more than life, it’s a way of living, a way of communicating, and a way to bring a community together where there is never a right or wrong way of expressing yourself. CultureFly is the brainchild behind the scenes that created the Pusheen Box, The Nick Box, and the Animal Jam Box. For more information, please visit www.culturefly.com.

About Moose Toys:

Moose Toys is a global toy company with offices in the US, UK, Hong Kong, China. The head office is in Melbourne, Australia and from there the brand is distributed into over 90 countries. Moose is known for designing, developing and distributing toy and lifestyle products across the globe for children of all ages and the young at heart. The company is the proud recipient of

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numerous coveted toy awards, including the 2015 and 2016 Girls Toy of the Year for global phenomenon Shopkins. Most recently, Moose took home the Collectable Toy of the Year and Craft Toy of the Year at the 2017 Australian Toy Awards. A total of nearly 120 awards since 1993 solidifying Moose as a market leader, who is consistently placed within the top toy companies in the USA and Australia. Moose has products in all toy categories including collectibles, arts and crafts, activity toys, dolls, novelty items and has recently become a market leader in developing apps, content, and entertainment.

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