

Make back-to-school fun with Miioon!

Submitted by: Mercieca Ltd

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For those with kids who are less than excited about the return to school, Miioon's Ruckjack might help soften the blow of the end of summer holidays.

The Ruckjack is a coat that cleverly transforms into a rucksack in four easy steps, making it perfect for rain or shine – ideal for school trips or running around the playground. The fun design will delight kids of all ages, while mum and dad will be happy with the rain and stain-proof, machine-washable material. Miioon also gives kids the chance to get creative with their safe and secure website, which allows children to design their own jacket using a selection of colours, characters and accessories, including kids' favourites Moshi Monsters and Teenage Mutant Ninja Turtles.

Encouraging ultimate creativity, and catering to a child's individual tastes, the Miioon.com clothing range is fully customisable with a wide selection of designs. Kids can unleash their imagination and harness individuality, choosing from a selection of colours, characters and accessories – including world famous brands Moshi Monsters, Animaru and Teenage Mutant Ninja Turtles.

The safe, enjoyable online portal at www.miioon.com provides an easy step process allowing users to craft their own bespoke clothing. And to ensure the Miioon.com online journey is thoroughly entertaining, and glitch free, cheeky and lovable 'Oons' will chaperone the user at each stage of their creation, making sure every customer is 'over the Miioon' with their choice.

A £15 gift card enables children to create their own beautifully crafted Miioon.com range delivers on both value and quality, while giving children and parents ultimate influence over what they wear. The range is available for 3-12 year olds and is fully customised and shipped in just 48 hours.

Miioon.com's new gift card will be launching in the toy section of ASDA stores, nationwide, from October. Also keep a look out for Miioon.com on Nickelodeon.

Check out www.miioon.com to see the full range, which also includes T-shirts.

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