

Start-rite Launches online Parenting Community



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Start-rite is a children's fitted footwear specialist that is developing a strong reputation for exploring new and innovative ways to engage with their customers online. Successfully launching the click'n'fit online shoe sizing tool to their site earlier this year saw the company knock down traditional e-commerce boundaries and redefine their market place.

Having recently unveiled their new [parenting community](#) a few weeks ago, it is clear that Start-rite is a company that place importance on providing a comprehensive and holistic service to their customers.

The parenting community provides a platform to harness the collective knowledge of the thousands of parents that visit the Start-rite web site every day. With so many parents coming to the site it's clear to see how this is the perfect opportunity to launch a thriving parental advice community.

Although the community will inevitably provide a level of support for customer purchasing decisions, it will also act as a more general community for parenting issues and concerns. Despite only just being launched, the new community is being well received by the public with many people posting parenting questions, answers and parenting diaries within the first week.

The internet has become a great source of information for [parenting advice](#), and now Start-rite have took it upon themselves to offer the benefits of a parenting community specifically to their own users. As the parenting process can be difficult, is it great to see a website

supplying parents with a community where they can turn to other parents for advice.

The Start-rite parenting community has a number of features. The parenting blogs feature allows individuals to run their own parenting diary to share their parenting experiences, whilst the Question and Answer section provides rapid responses and healthy debate on any parenting related topics. Groups are also a big element to the site, with the intention of providing meeting places forum for discussion for parents who have similar interests.

The community is not just for the parents either. An activities section within the new Start-rite community provides a great source of entertainment providing loads of regularly updated activities to keep the children entertained and happy.

Start-rite is a world leader in fitted footwear, and the first children's fitted shoe brand to launch an e-commerce site to sell its products online. With a reputation in over 35 countries, Start-rite has been entrusted by generations of parents to care for their children's feet. Stocking fitted pre walkers, sporty casuals, smart school shoes, slippers, sandals and wellies in over 400 retailers, Start-rite pride themselves on ensuring the best possible fit for every child.

The company has earned its reputation as the nation's best shoes' for children, with a history spanning over 200 years. Last year Start-rite was honoured with the annual 'Best Children's Brand' award by the Independent Footwear Retailers Association.

Start-rite has built a reputation of producing great quality, reliable fitted children's shoes and now parents can interact and support each other in their parenting community too.

For more information or to join up to the new parenting community, visit <http://www.startriteshoes.com/community>

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