



QUIET LOGISTICS WELCOMES BOSTON-BASED CHILDREN'S KNITWEAR BRAND MISHA AND PUFF TO THE QUIET BRAND INCUBATOR PROGRAM

DEVENS, MA, MAY 24, 2017—Quiet Logistics, the innovative fulfillment provider to apparel and lifestyle companies, is pleased to announce the addition of children's knitwear brand Misha and Puff to the Quiet Brand Incubator. Launched in 2011, Misha and Puff (misha-and-puff.com) enables mindful parents to dress their little ones in beautiful, functional pieces that celebrate hand-craftsmanship and thoughtful design. The collection is hand-knit and hand woven from the finest materials by a community of artisans in Lima, Peru, in keeping with Fair Trade principles and sustainable, low-impact processes.

Quiet has chosen to partner with Misha and Puff for their attention to detail and exceptional dedication to upholding ethical standards while growing a modern children's wear brand. Amid a growing number of businesses powered by artisan makers and traditional craft techniques, Misha and Puff stands out for its work to strengthen local industry in an area known for its textile history, and its commitment to minimizing the impact of materials shipping. Moreover, every craftsman on the Misha and Puff team is paid a fair wage and has access to such benefits as early education after-school programs and meals for artisans' children.

While many emerging brands are often too small to achieve volume minimums required by outsourced solution providers, or too focused on other core competencies to handle shipping internally, Quiet's allocated warehouse space and specialized attention will help empower Misha and Puff to realize its potential as an exciting new resource for today's parents. Quiet is already facilitating deliveries on behalf of the brand to customers across the United States.

"As a tech-driven company that also understands the power of human touch, we are very pleased to welcome Misha and Puff to our Brand Incubator," said Brian Lemerise, President of Quiet Logistics. "We admire their mission and are excited to help them scale up and deliver their purposeful products to eager customers everywhere."

"Misha and Puff is founded on the mission of helping to create the kind of world we want our children to live in," says Mike Bukhin, co-founder of Misha and Puff. "We are delighted to expand this mission as part of the Quiet Incubator, a program with a likeminded mentality and a deep appreciation of combining a modern approach with hands-on care."

For more information about the Quiet Brand Incubator program, contact Nick Saunders, Quiet Logistics' SVP of Sales and Marketing: nsaunders@quietlogistics.com.

About Quiet Logistics: Fashion-Forward Fulfillment

Quiet partners with premium fashion and lifestyle brands to deliver flagship fulfillment services, with proprietary software and best-in-class technology. Visit www.quietlogistics.com, join us on LinkedIn and Facebook, and follow on Twitter (@QuietLogistics) and Instagram (@QuietLogistics).

About Misha and Puff

Misha and Puff was founded in 2011 by Anna Wallack after her baby son spent his first New England winter keeping warm and cozy while swaddled head-to-toe in knits she had made. Drawing on over ten years experience as a stylist, as well as personal understanding of what works well for little ones, the brand has created a collection that is special yet unfussy, a way to share our love of the thoughtfully designed and handcrafted. Learn more at misha-and-puff.com.