



## **Munro Footwear Group acquires children’s footwear retailer, The Trybe.**

*Custodians of some of Australia’s most trusted footwear brands, Munro Footwear Group is expanding its presence in the children's footwear space through the acquisition of The Trybe, a specialty kids' retailer.*

**Friday, 23 August** – Underpinned by a strong buy-and-build strategy, [Munro Footwear Group \(MFG\)](#) has completed its tenth acquisition in ten years by adding specialty kids' retailer, [The Trybe](#) to its portfolio.

Launched 5 years ago by the [Accent Group](#), The Trybe has a distinct position in the marketplace and offers a large assortment of kids’ shoes from global brands such as Nike and Asics, as well as popular trend and utility brands. Despite its modest 16-store footprint, the brand has continued to deliver strong performance in the face of pressures most retailers are experiencing from the increase in cost of living. Liam Robson, General Manager Trend Division at Accent Group shared, “Having founded the brand in 2019 initially online and then opening stores, we are pleased that the business has found a new home at Munro Footwear Group for its the next phase of development.”

No stranger to the children's market, MFG has been running a back-to-school program through its Williams and Mathers stores for 30+ years, and in 2023, acquired the globally recognised infant and toddler footwear brand, Bobux. To complement its current offer and to help fulfil its aspirations in the kids’ market, MFG Co-CEO Marcus Bartlett stated, “We’ve been looking for a year-round vehicle to complement our back-to-school program, and we believe The Trybe provides that – along with access to the best-branded sneakers in the world.”

The sale was completed on Friday, 16 August, with all retail employees and several support office team members offered employment with MFG. MFG will work closely with the Accent Group team to ensure the smooth transition of the brand, with the full handover expected to be completed by the end of October 2024.

When asked about The Trybe's future, Bartlett shared, “It’s important that we spend the time to understand the business so we can honour and preserve the brand as we look to scale it. But we’re confident that under our business model, together with The Trybe’s existing brand positioning and recognition, we can take this well beyond the current 16-store footprint.”

**About Munro Footwear Group**

From heritage labels to cutting-edge newcomers, MFG is the custodian of some of Australia's and New Zealand's most trusted footwear brands, including household retail stores Williams, Midas, Mathers, and Mountfords and footwear brands Diana Ferrari, Colorado, Ziera, Bobux, and many more. Built on a culture of seizing opportunities, MFG is continuously working to deliver unrivalled product ranges and leading omnichannel experiences.

**About The Trybe**

The Trybe is an expression of style, personality + uniqueness. A place for kids to be kids, a place to be real. Our mission is to provide an opportunity for kids to define their style, own their choices + be themselves. We are the destination for kids' fashion brands and strive to style + connect parents and kids alike. Our goal is to inspire a generation of kids to be whoever they want to be.

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