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By Robin Edwards

<http://www.oakville.com/articles/why-i-love-triple-flip/#comments>

## Why I Love Triple Flip

When asked what she loves about Triple Flip, stylish nine year old Meghan responds “EVERYTHING!” And ask her mother, Sabrina, and she’ll give you a response that is echoed by their customers everywhere. “The service is phenomenal. They go above and beyond to ensure your complete satisfaction with their products. It’s really extraordinary.”

Meet the charming Mona Rae Peterson, co-founder of the Triple Flip clothing brand, and you’ll quickly discover what the company is all about. Begin with a sense of fun, add a huge dash of fashion and strive to empower the modern, active girl. Along with partner Linda Maslechko, the two women, both mothers with a houseful of active girls, had a wild idea of designing, manufacturing and retailing high-quality clothing that caters to the tween market, an idea they have Linda’s then nine year daughter to thank for. When Linda was constantly frustrated trying to find well-fitting and well-made apparel that her daughter actually wanted to wear, she was inspired to create the line.

Linda and Mona Rae opened their first location in Calgary in 2005, and have generated a passionate following from their young customers for their fabulous designs. Combined with a highly respected reputation for their stellar service and exceptional quality, Triple Flip has turned a little idea into the country’s fastest growing private retailer of active wear for girls.



**Triple Flip is located at 299 Lakeshore Road East in Oakville.**

After a second location arrived in Saskatoon in 2008, Triple Flip opened two more in Edmonton the following year. Word started to spread across the country about the absolutely gorgeous Minky Dimple jackets and fabulous, colourful active wear, which led a group of local athletes to create an online video, “Ontario Flips for Triple Flip”, pleading with the company to open a store in the east.

The Oakville location opened in November of 2009 to great fanfare and has established itself as the place to go for the hippest, cutest clothing and fun, funky accessories. “We’ve been absolutely embraced by Oakville and surrounding communities, where people understand that value comes from having clothes that last and fit like they should, that girls want to wear again and again. Triple Flip stands for integrity and giving girls the clothing they need to feel good about themselves and lead active lives”, says Linda

Maslechko. And what you feel most about this brand is that it is authentic — it comes from the heart.

## Customer feedback

Triple Flip respects and appreciates the input of those that will actually be wearing their product. By collaborating with focus groups consisting of preteen girls, and regularly engaging with their customer, they are able to design apparel that not only appeals to their target market's taste, but also concentrates on a proper fit that is cut for a younger body, not just cut-down from adult sizes. Girls can also be part of the Triple Flip creative process itself – such as submitting names for new pieces as part of special Facebook promotions as well as design contests that allows budding fashionistas a chance to express their own imaginative style. Two Oakville girls had their design idea turned into reality this year, when their original inspiration, the Quarter Tank, was selected to go into production as part of the Triple Flip line.

Triple Flip believes that “real girls” are who represent the brand best, so once a year, each store runs a draw and randomly selects 24 girls from its customer base to become “Flip Girls”. Modeling the line in a professional photo shoot, held right in the store, the portraits are then used as advertising in-store and online. The next opportunity for Oakville girls will be coming this spring! Triple Flip was also one of the only children's wear lines to have had the honour of appearing at Toronto's prestigious LG Fashion Week in 2009, where excited young fans had a dream come true when asked to walk the runway instead of professional models.

## Making a difference

The company believes that running a business is not just about making a profit, but also about making a difference in the community and the world we live in. They strive to manufacture as much of their product as possible right here in Canada, allowing them to contribute to local communities and ensure safe working conditions and fair wages. Triple Flip also donates a portion of sales to many charitable initiatives, concentrating especially on those that provide opportunities that empower young girls and support an active lifestyle. In Oakville, that has already included events with local schools and gymnastics clubs, the Oakville Hornets girls' hockey teams, dance performances, and yoga-thons, amongst others.

## Online store

The launch of Triple Flip's online store has allowed girls from across Canada, as well as the U.S. and world-wide, to get their hands on the coveted Minky Dimples jackets and signature active wear, but a visit to the location on Lakeshore Road is a must. Be sure to check out the exciting new Wild Cat Collection, bursting with animal prints and dazzling colours, or stock up on basics made from high-tech performance fabrics perfect for dance, skating or gymnastics. Funky seating, hip lighting and glam change rooms complete the experience. Every girl will feel like a star when she visits Triple Flip!

Check out all the latest fashions and Flip Girls at [www.tripleflip.ca](http://www.tripleflip.ca) or visit the Oakville location at 299 Lakeshore Road East.