

Mom Bloggers invade etnies

This week etnies, the OC-based action sports footwear and apparel maker, invited a whole load of mom bloggers (and a dad blogger) to their headquarters in Lake Forest to learn more about the company, tour the facilities and meet the founder and CEO, former professional skateboarder, Pierre Andre Senizergues.

I'm supportive of any company that sees the value of the mom blogger and who understands our needs—childcare, Diet Coke and discount shopping were all provided. It was fun to get an inside look at how much research and actual science goes into making a great pair of shoes.

etnies products irrefutably swank and smartly made, but, what impressed me the most was the people of etnies. Everyone I met was gracious, helpful and you got the feeling they were all just happy to be there doing their job. As in most cases, I believe this kind of company spirit starts at the top—with the leader.

Pierre's passion (which again, was felt in the staff as well) for quality, safe footwear for the sport he obviously loves was infectious and I found myself interested in the biochemics of skateboarding, their patented cushioning technology, and the 2,500 cycles each prototype of shoe endures in the Ollie / Kickflip Test Machine.

I guess that's why I spend a lot of time in this video listening to Pierre talk about how he got where he is today and what motivates him. I get downright giddy about people with a purpose, don't you? (And it's not just his French accent, but all the mom bloggers agreed that there is nothing cuter than hearing a man with a French accent say, "Babies.") He is also wildly committed to the environment, but I will let Green Mom cover that for you.

Hope you enjoy the video:

[OC Family Mom Bloggers tour etnies headquarters](#) from [Suzanne Broughton](#) on [Vimeo](#).