



Michael Zimmerman's Prentice Capital Invests In Health And Wellness Industry Marbles Holdings LLC

HedgeUp reports that Michael Zimmerman's Prentice Capital Management has invested in Marbles Holdings LLC alongside Amzak Capital Management.

NEW YORK, NY, USA, May 28, 2015 /EINPresswire.com/ -- HedgeUp reports that [Michael Zimmermans Prentice Capital](#) Management has invested in Marbles Holdings LLC alongside Amzak Capital Management.

Marbles: The Brain Store is the only U.S. omni-channel specialty retailer of handpicked and expert-tested products specifically designed to strengthen and stimulate the brain. The company specializes in the high-growth brain fitness market.

Mario Ciampi, a partner at [Prentice Capital](#), who is also investing alongside Amzak believes, "The brain fitness space is fast growing and on trend, we are extremely excited to help them grow and achieve their goal of being the preeminent brand in the space."

Michael Zimmerman, CEO of Prentice Capital and a veteran specialist in retail equities, believes retailers integrating mcommerce into their online strategy have the strongest opportunity for growth. It's no surprise then that Zimmerman and Prentice have recently announced a string of investments in online Retail stocks with strong mobile strategies, as revealed through mandatory SEC disclosures of substantial shareholdings.

Lindsay Gaskins, CEO of Marbles, mentioned, "I am very excited to grow this incredible company and take it to the next level in terms of products, distribution, and brand building. The partnership with Amzak, Mario Ciampi, and Michael Zimmerman provides an added value for both the real estate and operational fronts. I expect awesome things over the next 3 years!"

About Marbles: The Brain Store

Marbles fulfills its "Build Better Brains" mission through a multi-channel platform of stores, catalogs and ecommerce. Merchandise includes games, puzzles, books and software under five brain-building categories: word skills, coordination, visual perception, critical thinking, and memory.

About Michael Zimmerman and [Prentice Capital Management](#), LP

Since 2005 Michael Zimmerman and Prentice Capital have honed their investment approach focusing on the U.S. consumer and retail markets. Marrying deep fundamental research with catalyst investing, the company has achieved an outstanding history of public equity investments.

About HedgeUp

HedgeUp online publication focuses on middle market hedge funds and the managers behind them worldwide.

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