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**Legendary Berk's Shoes to Carry kigo footwear:  
*Retail Partnership Brings Stylish, Minimalist, Eco-Friendly Shoes to Cambridge,  
Massachusetts***

**March 4, Cambridge, MA** – Berk's Shoes, the legendary Harvard Square shoe store, has joined the list of retailers carrying kigo footwear, becoming the first retailer in the Boston area to offer the brand line. For more than 25 years, trendsetting Berk's Shoes has offered a variety of classic and cutting edge shoes. The store regularly ranks as the best shoe store for men and women in the Boston area.

kigo footwear offers stylish, eco-friendly minimalist footwear for barefoot athletics and everyday wear. The shoes are designed with lightweight, water-resistant materials and a slip-free flexible outsole, which offers a protected barefoot feel when worn, and easy portability for ready comfort. A unique foldable outsole and compressible materials make the shoes highly portable and ideal for women and men who travel, commute or enjoy sport activities.

kigo footwear will work with Berk's Shoes to offer the star style to women in the Cambridge area. The star is designed for women who value style as much as comfort. Star kigos offer breathable, water resistant uppers, a high-grip rubber outsole, and removable contoured EVA insoles in a sleek Mary Jane style, making them ideal for everyday wear, commuting or activities including Pilates and Yoga or running. Offered in six color varieties, all begin with grey, and are accented with conservative black or white, or fun green or orange stitching and color panels. Retail cost is \$49.99.

"We're excited about working with kigo footwear," said Ken Berk, owner of Berk's Shoes. "We carry the best brands of stylish, comfortable footwear, and kigo fits in well. The star kigos are stylish, unique and green; all qualities that we are happy to offer to our customers."

Jan Kuramoto, CEO of kigo footwear agreed, "Berk's hip, trend-setting store truly is the perfect way to offer stylish, eco-friendly, lightweight kigo stars to women in the Boston area."

## **About Berk's Shoes**

Berk's is the legendary Harvard Square shoe store offering shoes from the cutting edge to the classic for over 25 years. The shop also offers a full online shoe store. Berk's continually wins Boston area awards for the best women's and men's shoes from media including *The Boston Phoenix*, *The Improper Bostonian* and *The Boston Globe*. The store is dedicated to superior, stylish customer service. For more information, please visit Berk's online at <http://www.berkshoes.com>.

To become a fan of Berk's Shoes, visit: <http://www.facebook.com/pages/Cambridge-MA/Berks-Shoes/241680488995?v=wall>

To follow Berk's Shoes on Twitter, visit: <http://twitter.com/berksshoes>

## **About kigo footwear**

kigo footwear is stylish, eco-friendly minimalist footwear for barefoot athletics and everyday wear. The kigo team strives to provide comfortable shoes that are stylish enough for everyday wear, sturdy enough for athletics and constructed to be as good for the Earth as for the body. Each kigo shoe is thoughtfully and responsibly constructed of lightweight eco-friendly materials, including removable EVA insoles, breathable, stain/water resistant uppers and flexible, high-density rubber outsoles. For more information, please visit us at [www.kigofootwear.com](http://www.kigofootwear.com).

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