



Rachelle Kuramoto  
Director of Marketing, kigo footwear  
404.452.0912  
rachelle@kigofootwear.com  
-OR-  
Dan Fairbanks  
The Barefoot Shoe Store  
dan.fairbanks@thebarefootshoestore.com

## **Minimalist Market Continues to Grow with Partnership Between kigo footwear and Specialist Retailer The Barefoot Shoe Store**

*Minimalist Concept Store Introduces kigo footwear in Active Seattle Market*

**October 25, 2010, Seattle, WA and Atlanta, GA –** The Barefoot Shoe Store

(<http://www.thebarefootshoestore.com>) is a newly launched footwear retailer specializing in minimalist shoes and accessories. The Seattle based retailer has added kigo footwear to its carefully assembled selection of the lightest, most durable and wearable minimalist shoe options. kigo footwear is a line of eco-friendly minimalist shoes that are stylish enough for everyday wear and durable enough for wet or dry athletics and outdoor activities. Ideal for the Seattle environment, kigos offer versatility for individuals looking for shoes for working, working out, playing and relaxing.

“The goal of The Barefoot Shoe Store is to give barefoot enthusiasts and the minimalist shoe wearing community a place where they can buy minimalist shoes, connect with other barefoot/minimalist shoe enthusiasts, and to learn how to use minimalist shoes to have a more fulfilling active life,” said Dan Fairbanks, CEO of The Barefoot Shoe Store. “As one of the only companies founded completely on the philosophy of minimalist shoes, kigo footwear was a natural choice for us. kigo also has a good reputation in the minimalist shoe wearing community for quality, comfort and durability.”

kigo shoes are designed with lightweight, water-resistant materials and a slip-free flexible outsole, which offers a protected barefoot feel when worn. The shoes feature a thin, foldable outsole made from high-density rubber, and breathable, stretchy lightweight materials. The composition blends certified non-toxic elements, such as water based adhesives and eco-friendly dyes, with post-consumer textiles including CYCLEPET, an upper fabric made from recycled plastic jugs.

– more –

“Minimalist shoes are good for everyone and should be a comfortable option for everyone, so kigo footwear is a line that is designed for every wearer,” said Kristin Parker, co-founder of kigo footwear. “The shoes are responsibly constructed of post-consumer and non-toxic materials, they weigh well less than a pound per pair, they look great with workout or street clothes, and they are designed with a familiar fit.”

The Barefoot Shoe Store offers the kigo footwear edge and curv styles. The edge is a unisex slip on that provides full foot coverage to keep water and debris out, and strong minimalist construction. The curv is a chic lightweight Mary Jane style shoe designed specifically for women. Both styles of shoes feature elements like a roomy upper and a deep cut, stretchy foot hole to make it a good option for everyday wear or barefoot athletics. An average shoe weight of approximately 5 ounces and flexible outsole provide superior portability and ground feel. The designs offered begin with grey, and are accented with colorful stitching. The shoes are designed to stretch on the foot and to soften slightly as they are broken in.

The Barefoot Shoe Store will launch in October with the opening of their ecommerce site, followed by the opening of their store in the Bellevue area of Seattle in November, just in time for the holidays. The store will offer running clinics, fit analysis and expert advice, along with the best quality brands in minimalist footwear and accessories.

### **About The Barefoot Shoe Store**

The Barefoot Shoe Store ([www.thebarefootshoestore.com](http://www.thebarefootshoestore.com)) is a store for barefoot enthusiasts, run by barefoot enthusiasts. Our store has the most comprehensive selection of exclusively minimalist shoes anywhere. Our team is fully trained in minimalist footwear, as well as minimalist running and moving technique. The Barefoot Shoe Store was started with the idea that those who use minimalist shoes need a place that they can call their own.

*Follow The Barefoot Shoe Store on Twitter: [www.twitter.com/barefootshoes](http://www.twitter.com/barefootshoes)*

*Become a fan of The Barefoot Shoe Store: [www.facebook.com/thebarefootshoestore](http://www.facebook.com/thebarefootshoestore)*

### **About kigo footwear**

kigo footwear is stylish, eco-friendly minimalist footwear for 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).

*Become a fan of kigo footwear: <http://www.facebook.com/kigo.footwear>*

*Follow kigo footwear on Twitter: [www.twitter.com/kigofootwear](http://www.twitter.com/kigofootwear)*

###