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kigo footwear Introduces Next Generation of Eco-Friendly Minimalist Shoes

Technical Updates Address Needs of Active and Everyday Barefoot Footwear Wearers

June 21, 2010, Atlanta, GA – kigo footwear, stylish eco-friendly minimalist shoes for athletic and everyday wear, has launched its second generation shoe lines, the kigo edge and kigo curv. Since introducing its shoes to the market in August 2009, kigo footwear has engaged customers and testers, from casual wearers to ultra marathon runners, to determine the updates that would make kigo footwear a serious minimalist shoe option.

“kigo footwear is committed to making shoes that are stylish enough for everyday wear, sturdy enough for athletics and constructed to be good for the Earth *and* the body,” said Kristin Parker, co-founder of kigo footwear. “We really listen to kigo wearers, and these two new lines hit their needs and our goals. It’s a win for everyone and furthers kigo footwear as a significant minimalist alternative.”

The curv and edge feature the same sleek look and lightweight feel as the original kigo star and shel. The new shoes continue to be responsibly constructed of quality eco-friendly materials including post-consumer uppers and liners, water-based adhesives, non-toxic dyes and water resistant treatments, and recycled and biodegradable packaging. Each shoe also continues to feature significant minimalist characteristics, including:

- Approximate weight of 4.5 ounces per shoe
- Durable, flexible 1.5 mm non-slip outsole
- Breathable upper with four-way stretch fabric and stretch stitching
- Anti-microbial removable EVA insole

– more –

The curv and edge feature technical updates that address athletic function and wearable styling:

- Added room in the top of the foot and toe box area for a more comfortable athletic fit
- Hookless toe cap
- Fixed webbing loop for easy pulling on and off
- Additional stretch in the foot hole and strap

The kigo curv is a slim Mary Jane style that combines weightless construction with versatile style. A tasteful design and color schemes enhance a variety of apparel choices, and thin flexible outsoles and lightweight materials offer wellness and comfort benefits, making the curv wearable for activities ranging from commuting and travel, to fitness, to general everyday wear. The kigo curv is offered in a size run from a woman's six to 11.

With styling resonant of the unisex slip-on kigo shel, the edge is designed for active men and women. The shoes provide complete foot coverage for a fully protected barefoot stride. With a slim profile and traditional shoe shape, the kigo edge is stylishly appropriate for athletic endeavors and everyday wear. The kigo edge is offered in a size run from a woman's six to 14, and a men's 4.5 to a 12.5.

The kigo edge and curv are available in six color styles. The more colorful "panel" style shoes are offered in grey with orange or green color strips running down the sides of the shoes. For more subdued styling, the shoes are also offered in all grey with contrast stitch in white, black, green or orange. The shoes are designed with a medium footprint and spacious upper, and will stretch to fit the wearer's foot. The ideal kigo fit typically is one-half to one full size larger than a typical street shoe. kigo footwear can be found online at kigofootwear.com and in retail stores in the U.S., Europe, Australia and Canada.

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 <http://www.kigofootwear.com>.

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