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Historic Birkenstock Retailer Branches into Minimalist Footwear

Fourth Avenue Birkenstock is First Michigan Retailer to Carry kigo footwear

October 2011, Ann Arbor, MI and Atlanta, GA – Fourth Avenue Birkenstock is a fixture both in its hometown of Ann Arbor, Michigan and among Birkenstock specialty retailers. Owned and operated by the Tinkerhess family since 1989, Fourth Avenue Birkenstock has begun to enhance its selection with minimalist shoe lines committed to quality natural motion construction. As of October, the store becomes the first in Michigan to carry kigo footwear, a line of eco-friendly minimalist shoes designed for athletic and lifestyle wear.

“We are excited to add kigo footwear to our selection of comfort and minimalist shoes,” said owner Paul Tinkerhess. “Customers rely on Fourth Avenue Birkenstock for well-made, responsibly constructed comfortable shoes that they can live in, and we’re confident that kigo will serve those needs well.”

Fourth Avenue Birkenstock offers the kigo footwear drive and flit styles. These lines offer total versatility in function and design that is simultaneously ultra lightweight, flexible and significantly more durable than industry standard. These shoes were designed through extensive research and design sessions with recognized experts in minimalist footwear, natural running, biomechanics and physiology. The drive is a laced unisex shoe engineered for active wear including running, hiking, walking, cross fit, paddle and gym wear. The flit is a more purely lifestyle shoe, featuring a mary jane style and incredible durability that makes them an option for everyday, yoga or Pilates, gym wear, hiking and outdoor activities.

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“We believe in creating shoes that are extremely comfortable, durable enough to accommodate any activity, and stylish enough to wear with almost anything,” said Jan Kuramoto, co-founder of kigo footwear. “And we are passionate about relationships with our customers. We share those commitments with the Tinkerhess family, and we’re honored to be a part of their great store.”

About Fourth Avenue Birkenstock

Largest Birkenstock selection in the Ann Arbor area, with expert Birkenstock repairs done on-site. Other comfort brands include Finn Comfort, El Naturalista, Hafflinger, Sanita, Boggs, Cushe, and Tempur-Pedic. Large selection of Smartwool socks and clothing. Minimalist casual footwear is represented by Stem and Kigo, with zero-drop natural running shoes from Vibram Five Fingers and Altra Running.

Become a fan of Natural Strides: <http://www.facebook.com/birkenstock.store?sk=wall>

About kigo footwear

kigo is footwear for the barefoot lifestyle and minimalist athletics. Shoes that are stylish enough for everyday wear, sturdy enough for athletics and almost as lightweight and flexible as bare make kigo footwear the shoe of choice for barefoot lifestyle. Every kigo footwear offering is constructed to be as good for the Earth as for the body, with responsible construction that features lightweight, durable post-consumer and non-toxic materials. View kigo footwear Look Books at <http://issuu.com/kigofootwear> and for more information, please visit us at www.kigofootwear.com.

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