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kigo footwear Announces New Sales Representative

Gustavo LaGrave Named the First Sales Representative for the Company

February 15, 2011 Atlanta, GA – [kigo footwear](#) announces the addition of sales representative Gustavo LaGrave to the company. Acting as an independent contractor for the company, LaGrave will work with the kigo footwear team to expand sales in the Midwest and Eastern half of the U.S.

Educated in biomechanics and shoe design, LaGrave brings deep knowledge of the minimalist footwear category and is well respected, trusted and liked within the footwear community. He is also a runner who trains in minimalist footwear, bringing the consumer perspective to the product line.

“I’m excited about working with kigo footwear in this growing minimalist category,” said LaGrave. “They are on the cutting edge of minimalist performance and casual footwear. The company has a good story and the product is very stylish and focused.”

kigo footwear introduced its shoes in August 2009. Since that time, the team has engaged customers and testers, from casual wearers to ultra marathon runners, to gather feedback on what makes the perfect, versatile minimalist shoe. As a result, kigo is viewed as one of the ‘pure’ minimalist options, a shoe that works as well for athletic pursuits like natural running as for outdoor endeavors and everyday wear. LaGrave will handle current sales of the Spring 2011 lines, and be on board for the introduction of the radically updated Fall 2011 lines.

“We are looking at 2011 to be a significant transitional year for kigo footwear,” said founder Jan Kuramoto. “The curv and edge continue to be great sellers, and we are so excited to have someone with Gustavo’s background, acumen and enthusiasm on board as we look toward our Fall lines. This is a major step forward for our rapidly growing company.”

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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.

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