



Rachelle Kuramoto
Director of Marketing, kigo footwear
404.452.0912
rachelle@kigofootwear.com

-OR-

Sarah Scully
LovethoseShoes.com
UK: 0161 975 5380, USA: 0144 161 975 5380
sarah@lovethoseshoes.com

kigo footwear Enters European Market Through Retail Partnership With Love Those Shoes

*Leading Online Provider of Health and Comfort Footwear
Introduces New Minimalist Footwear Option*

April 14, 2010, Stockport, UK and Atlanta, GA – Love Those Shoes is the leading online specialty retailer of stylish, health-focused footwear. The company has become the first retailer in Europe to carry kigo footwear, a US-based company offering stylish, eco-friendly minimalist shoes for barefoot athletics and everyday wear. The retail partnership introduces this rapidly growing brand to a market that is actively embracing the barefoot athletic movement.

kigo footwear 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.

Love Those Shoes will offer customers two kigo footwear styles; each designed to be stylish, eco-friendly and extremely lightweight. The kigo shel is an athletic, unisex slip-on and the kigo star is a Mary Jane style for women. The designs offered begin with grey, which is accented with orange or green color panels. The shoes are designed to stretch on the foot and to soften slightly as they are broken in. Sizes range from a women's size 6/men's size 4.5, to women's size 13/men's size 11.5.

The stated aim of the Love Those Shoes company is to supply unique, quality products with excellent customer service. To accomplish that goal, the company is constantly on the lookout for new state-of-the-art products that are both stylish and healthy.

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“The barefoot movement is taking hold everywhere, and we are so pleased to be a part of its growth in Europe,” said kigo footwear director of business development, Kristin Parker. “This partnership is exciting for kigo footwear, and we are proud to be aligned with Love Those Shoes because they are as dedicated to stylish and healthy shoes as we are.”

About Love Those Shoes

Love Those Shoes launched in 2003, the brainchild of two entrepreneurs who shared Internet retail experience and a love of shoes. The aim of the company has been to offer “Shoes That Look Good And Do You Good.” The idea and the product ranges have continued to grow as the company searches the globe for new and innovative footwear that offer health and beauty benefits. Visit <http://www.lovethoseshoes.com> for more information.

To become a fan of Love Those Shoes, visit: <http://www.facebook.com/pages/Love-Those-Shoes/24815031172?sid=709f57217bad5558d72d075859b431d6&ref=s>

To follow Love Those Shoes on Twitter, visit: <http://twitter.com/lovethoseshoes/>

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.

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