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## **Outpost of Holland Enhances Footwear Offerings with kigo footwear**

### *Respected Outdoor Specialty Retailer Offers Durable Eco-friendly Minimalist Shoes*

**June 29, 2010, Holland, MI** – The Outpost of Holland has been one of the premier outdoor specialty shops in the country for four decades. The company carries a variety of top quality gear, including clothing and outerwear, footwear, SUP boards and camping supplies. The company has added kigo footwear to their fitness offerings, becoming the first retailer in the Grand Rapids area to carry the growing shoe line. kigo footwear, eco-friendly minimalist shoes that are stylish enough for everyday wear and durable enough for athletics and outdoor activities, is gaining increased awareness as a durable, versatile footwear option.

“Since the early 1970’s, The Outpost has stood for great products and great service,” said Jim Misiewicz, a member of the sales team and an avid SUP enthusiast. “We love great gear and we love what it lets us do, and we are excited to share it with our customers. kigo footwear will be great for anybody who is looking for a minimalist option for running, hiking, paddling or just wearing for comfort.”

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.

“More and more fitness minded people are seeing the wellness benefits of being barefoot or wearing lightweight shoes,” said Jan Kuramoto, CEO of kigo footwear. “kigo footwear is a versatile minimalist shoe option, and we are happy to give people a comfortable option that looks great for everyday and athletic activities.”

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Outpost of Holland will offer customers the new kigo footwear curv style. This chic, eco-friendly, lightweight shoe is a Mary Jane style designed specifically for women. The designs offered begin with grey, and are 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 to 11.

### **About Outpost of Holland**

The Outpost of Holland continues to be one of the premier outdoor specialty stores in the country. Started in 1972, Rich and Lisa Mosher transformed an old Army and Navy Surplus business into a store that fits your lifestyle. Everything from men's and women's clothing, outerwear, and casual shoes to backpacks, stand up paddle boards, tents, and technical footwear can be found at The Outpost of Holland. Visit The Outpost of Holland online at <http://hollandoutpost.com>.

### **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](http://www.kigofootwear.com).

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