

kigo footwear is eco-friendly minimalist shoes for athletic and everyday wear.

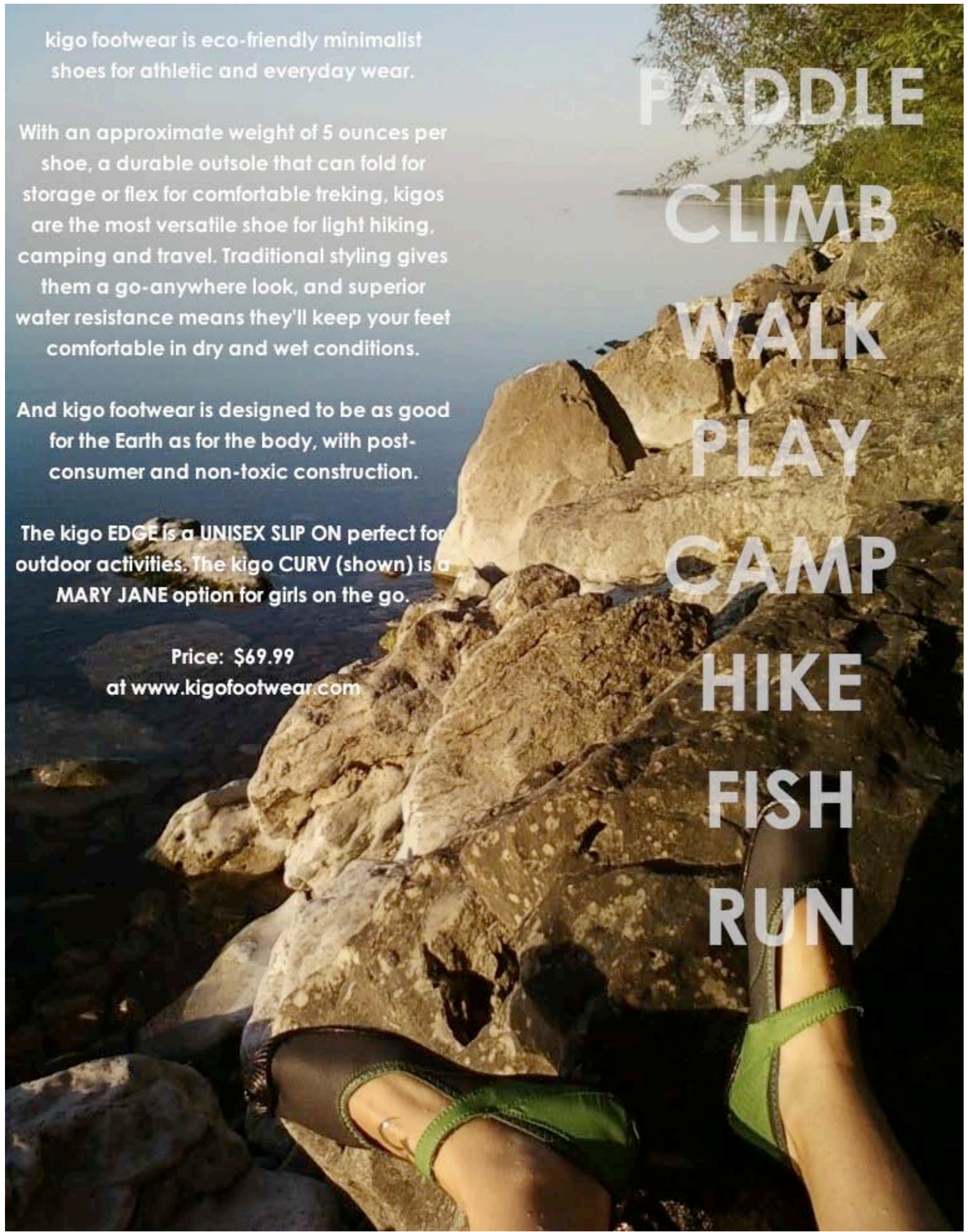
With an approximate weight of 5 ounces per shoe, a durable outsole that can fold for storage or flex for comfortable trekking, kigos are the most versatile shoe for light hiking, camping and travel. Traditional styling gives them a go-anywhere look, and superior water resistance means they'll keep your feet comfortable in dry and wet conditions.

And kigo footwear is designed to be as good for the Earth as for the body, with post-consumer and non-toxic construction.

The kigo EDGE is a UNISEX SLIP ON perfect for outdoor activities. The kigo CURV (shown) is a MARY JANE option for girls on the go.

Price: \$69.99  
at [www.kigofootwear.com](http://www.kigofootwear.com)

PADDLE  
CLIMB  
WALK  
PLAY  
CAMP  
HIKE  
FISH  
RUN



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kigo footwear is minimalist footwear for athletics, outdoor and everyday wear.

The kigo team strives to provide lightweight, comfortable shoes that are...

- stylish enough for everyday wear
- sturdy enough for athletics and outdoor wear
- constructed to be as good for the Earth as for the body

Each kigo shoe is thoughtfully and responsibly constructed of breathable, lightweight eco-friendly materials, making them an ideal shoe for customers seeking sustainable fashion or minimalist activity footwear.

The kigo curv and edge styles have been built to promote healthy, comfortable natural motion. The shoes feature a traditional last shape, conservative styling and customer friendly price point. All of these elements make kigos a perfect alternative for new and experienced minimalist customers who are seeking simplicity, versatility and affordability.

theGOOD STUFF

- Weight of approximately 5 ounces per shoe (W7)
- Flexible 1.5mm midsole, slight differential to 3mm at heel
- Non-slip rubber outsole with "fingerprint" grooving
- Breathable post-consumer upper with four-way stretch
- Anti-microbial, removable EVA insole (approximately 2mm)
- 'Green' composition, including water-based adhesives, non-toxic dyes, CYCLEPET uppers, recycled nylon lining
- Protective toe cap
- Webbing loop on heel for easy pulling on-and-off, easy storage
- Stretch stitching in the foot hole (edge) and strap (curv)
- Deep foot hole opening to prevent ankle and Achilles tendon irritation
- Obvious eco-friendly packaging, including hinged craft brown box, biodegradable cornstarch 'dirty shoe' bag, and CYCLEPET fabric drawstring bag

Spring11 MSRP \$69.99  
Available in stores now

*kigo footwear Fall11 lines to launch in mid-2011.*

KIGO FOOTWEAR IS DEDICATED TO PROVIDING A NEEDED PRODUCT WHILE HAVING FUN, ENJOYING THE CAMARADERIE OF OUR TEAM AND CARING FOR OUR WORLD.

**COMFORT** kigo footwear is designed responsibly to meet a variety of climates, settings and activities. Constructed with a flexible outsole, removable contoured insoles, and stretchable and breathable uppers, the shoes offer a lightweight and protected barefoot feel.

**COMPOSITION** Each shoe is made with lightweight eco-friendly materials, including flexible, high-density rubber outsoles, removable EVA insoles and breathable, stain and water resistant uppers made of post-consumer recycled materials.

**STYLE** Designed with versatile colors and wearable styles, kigos work as well for everyday wear as for athletic pursuits.

**MINIMALIST BY DESIGN** With a slim design and lightweight construction, kigos are versatile minimalist footwear. Built with a flexible outsole, removable insole and extremely lightweight uppers, each kigo weighs approximately 5 oz.

#### FOOTPRINT

In today's Earth conscious world, a company's responsibility is defined on many levels. At kigo, we strive to create a positive footprint in three key ways - avoid, reduce and replace.

- We AVOID excess damage to our environment by maintaining a totally virtual company.
- To REDUCE, we reuse lasts in the manufacturing process and ship all products from the manufacturer bound only with a small band, rather than bagging each pair. And all kigo packaging is made of recycled corrugate and eco-friendly inks so we can help to reduce landfill.
- We REPLACE by using post-consumer materials, including our liners and uppers, which are crafted from recycled milk jugs.

At kigo, we aspire to be responsible throughout the entire lifecycle of our shoes. We understand that it's much more fun to 'keep going' in a clean and beautiful world, and we want our footprint – and yours – to make a positive impression.

HAVE FUN | GROW | BE POSITIVE | MAKE AN IMPACT

kigo footwear

LOOK BOOK+BRIEFspring11

Product Fact Sheet | kigo footwearCURV

The kigo curv is designed for women who want minimalist style and comfort.

Whether for commuting, travel, fitness or everyday wear, the kigo curv is light, healthy and tasteful.

Made especially for women, the curv provides a flexible yet durable outsole, removable contoured insole and water resistant, breathable upper, creating a comfortable, versatile shoe.

Colorways:

- Grey with Green Panel and Strap
- Grey with Orange Panel and Strap
- All Grey with White Contrast Stitch
- All Grey with Black Contrast Stitch
- All Grey with Green Contrast Stitch
- All Grey with Orange Contrast Stitch



bottom view



front view



side view



back view

# kigo footwear

## LOOK BOOK+BRIEFspring11

### Product Fact Sheet | kigo footwearEDGE

A unisex slip-on, the kigo edge is designed for active men and women.

The shoes provide complete foot coverage for a fully protected natural stride. Breathable, water resistant uppers, a high-grip rubber outsole, and removable contoured EVA insoles combine for a dry, cushioned, slip-free tread.

Because it offers a slim look, wearable colors and traditional shoe shape, the kigo edge is stylishly appropriate for active endeavors and everyday wear.

#### Colorways:

- All Grey with White Contrast Stitch
- All Grey with Black Contrast Stitch
- All Grey with Green Contrast Stitch
- All Grey with Orange Contrast Stitch



bottom view



front view



side view



back view

### Jan Kuramoto

Name & kigo Alias:

Jan Kuramoto (AKA Co-founder and Fearless Leader)

What I do and why I do what I do:

Jan is the source of all that is kigo footwear. The original idea was hers, and she has led the kigo team through all phases of the company's growth. Jan handles every facet of the company's finances, and keeps the team on track by guiding the company's strategic growth imperatives.

Life outside of kigo footwear (Wait... there's life outside of kigo footwear?):

When not leading the kigo footwear team, Jan is an active volunteer who loves to hike and geo cache, snowshoe and ski, bike and cheer for the Cubs. She enjoys traveling with her husband and friends, and is fortunate to have dual citizenship in Chicago and the Colorado mountains.

### Kristin Parker

Name & kigo Alias:

Kristin Parker (AKA Co-founder and Business Development Guru)

What I do and why I do what I do:

Kristin deftly handles the nuts and bolts side of kigo footwear. She takes the lead on product development and manufacturing. As part of that effort, Kristin maintains the relationship with the manufacturing team and consistently monitors manufacturing options in order to stay ahead of inventory needs. Additionally, she directs the entire logistics process, from manufacturing to customer.

Life outside of kigo footwear (Wait... there's life outside of kigo footwear?):

As if directing the business development processes is not enough, Kristin dedicates non-kigo hours as vice president of development for Junior Achievement of Georgia. She is also a member of the Kiwanis Club of Atlanta, an avid traveler and motorcycle enthusiast.

### Rachelle Kuramoto

Name & kigo Alias:

Rachelle Kuramoto (AKA Co-founder and Marketing+Sales Gal)

What I do and why I do what I do:

As the head of marketing and sales, Rachelle blends analytical and creative functions. From corporate identity to company Web presence and social media, to Public Relations strategy and editorial creation, to advertising strategy...all marketing functions originate with her. Rachelle is also responsible for sales generation and relationships with those retailers who have joined the kigo family.

Life outside of kigo footwear (Wait... there's life outside of kigo footwear?):

Rachelle is mom to a boy and girl, smart, tough, kind and active kids who can't wait to be big enough to wear kigos. She is married to a fellow entrepreneur who is sharp, inspiring and a great teammate. Left to her own devices, Rachelle runs at sunrise, does yoga, cooks and plays...to a constant soundtrack on the speakers. She's a member of TwoTen WIFI and volunteers actively.

EVERYONE WHO KNOWS KIGO FOOTWEAR KNOWS  
THESE AREN'T JUST ANY SHOES.

*This is the story of why we created kigo footwear  
for everyone who is looking to keep the fun going.*

The kigo story begins in 2006, on a day when Jan Kuramoto wanted to finish a day on the mountain with après ski. Having only her ski boots to wear on her tired feet, she decided to skip the fun with friends and head home. Alas, the idea for kigo was born.

Jan shared her idea with two friends. One, Kristin Parker, has spent years as a successful nonprofit fundraising exec. The other, her daughter-in-law Rachelle Kuramoto, cut her teeth in editorial and research for a leading global PR house. The combined interests and acumen of these women blended to develop a shoe company dedicated to offering a stylish, eco-friendly minimalist footwear option.

After a couple of 'side job' years in development, the kigo footwear shel and star were introduced to the marketplace in August 2009. Initially, the shoes were launched as a durable, eco-friendly portable alternative. Almost immediately, however, the marketplace determined that these were not just travel and transition shoes – people started to use them for everyday and athletic wear, including running, hiking, paddle sports, yoga and everyday comfort wear.

Since that introduction of kigo footwear, the brand has grown organically to become a recognized member of the rapidly growing minimalist family.

In the Fall of 2010, kigo footwear celebrated its one-year anniversary with the introduction of the kigo edge and curv. These shoes have the same slim look, lightweight eco-friendly construction and durability of the original designs, but were updated to reflect expressed needs and desires of active minimalist wearers. These popular styles will remain in circulation until the Fall11 models take center stage with super hip anatomical designs and zero drop outsoles.

Since the start, kigo has been determined to do things responsibly. Our shoes, packaging and even the water/stain resistance treatment are all eco-friendly. The uppers were milk jugs in a former life, the cements are water based, the dyes are certified non-toxic, the storage bag is made from biodegradable cornstarch, and the packaging is recycled corrugate with eco-friendly inks.

Stay tuned. As we like to say at kigo footwear, *keep going. the fun never stops.*

## **kigo footwear is the Next Generation in Eco-Friendly Minimalist Shoes**

*Company Addresses the Active and Everyday Needs  
for Durable Minimalist Comfort and Style*

**Atlanta, GA** – Formed and financed by a trio of female entrepreneurs, [kigo footwear](#) has been a unique small business story since its debut. The company, focused on creating truly eco-friendly minimalist footwear, launched in a down economy and has become an increasingly formative presence in the rapidly solidifying 'barefoot' category. With nothing but a small personal investment and a huge amount of passion, kigo footwear has found unique ways to build both the company and its product offerings.

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 'barefoot' running, as for outdoor endeavors and everyday wear.

The Spring 11 lines are a continuation of the popular, currently available curv and edge footwear lines. These shoes feature a sleek look and lightweight feel, with a per shoe weight of approximately five ounces. The shoes are 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.

"From the start, our team has been committed to using the most responsible materials and production methods," said founder Jan Kuramoto. "No greenwashing here. We use the most sustainable materials we can source, and take every step possible to be a zero waste company, including reusing packaging when we can and telecommuting."

– more –

## kigo footwear

### LOOK BOOK+BRIEFspring11

For those seeking a durable, yet stylish athletic option, kigo footwear offers significant minimalist characteristics, including:

- Durable, flexible 1.5 mm non-slip midsole
- Slight rise to 3mm heel
- Breathable upper with four-way stretch fabric and stretch stitching to conform to wearer
- Anti-microbial removable EVA insole
- Medium width and spacious upper

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.

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.

kigo footwear can be found online and in retail locations throughout the U.S., Europe, Australia and Canada.

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more**INFORMATION**

<http://www.kigofootwear.com>

product**INFORMATION**

[http://www.kigofootwear.com/kigo\\_curv.asp](http://www.kigofootwear.com/kigo_curv.asp)

[http://www.kigofootwear.com/kigo\\_edge.asp](http://www.kigofootwear.com/kigo_edge.asp)

construction**INFORMATION**

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

company**NEWS**

[http://www.kigofootwear.com/company\\_news.asp](http://www.kigofootwear.com/company_news.asp)

media**COVERAGE**

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

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

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

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MINIMALISM

Pure.Simple



Credit: Bryan Hansel