



STYLE ICON

JAMES LEPP

THE CREATIVE WILDCHILD

With a mission statement to offer you an alternative to “wearing the same shoes as your Dad”, Kikkor Golf has finally bought us what few have managed before – high performance golf shoes that look pretty awesome. James Lepp, golf pro turned founder and president of Kikkor Golf, lets us on his personal sense of style.

GP: Were your Dad’s golf shoes that bad?

JL: Does anybody really like dressing like their dad? From my experiences, and talking with my friends, that’s one thing that we all try to avoid! But for some reason, all golf shoes seem to be targeted with only my dad’s style in mind. How about us younger players? Since none of the golf shoe brands were doing anything about this problem, I decided to do it myself and started Kikkor Golf.

GP: When did you start playing golf and what made you decide to go into clothing and shoes design?

JL: I started playing when I was the ripe age of 4 years old. So even though I’m relatively young, I’ve been playing this game for a very long time. I never envisioned being a shoe designer, but when I recognised the unmet need I basically just fell into the role of a designer.

GP: Since you’re a golf pro, I’m guessing you tested the shoes to death before you put them on the market?

JL: I wore them every round that I played in last year. They held up beautifully. In fact, now that I think of it, I’m still wearing the original protos.

GP: Did you work with a bunch of designers with a youthful eye to come up with the Kikkor line?

JL: It was definitely a team effort. I used friends, designers, and marketers to help with the design concept to ensure that the product was appealing to everybody in the target market.

GP: How long did it take to bring the Kikkor golf shoes into being? From drawings of the designs to a shoe you can hold in your hand?

JL: Yeah, that is quite a process; it takes a lot longer than you originally think. The first drawings that I did were back in Summer of 2008, and about a year later I was playing in the first prototypes.

GP: How did you make sure the shoes performed as well?

JL: For performance, I just played in them continually, under all conditions. From the first prototype to the final product, the only major change I made was adding a support shank in the shoe to promote more stability. In turn, it actually made the shoe more comfortable too.

GP: Where do you see Kikkor going in the next few years?

JL: Kikkor is still young and always redefining who exactly we are. Right now, Kikkor is influenced by the skate and surf scene of North America, and going forward you will always see those roots; however, we are incorporating more influences from different areas in our future lines.

GP: The shoes have been rated a 10 on the eye-opener index – what’s that about?

JL: It’s science, that’s what it is! Haha. It was just something that we made up to measure how open somebody’s eyes will become when they see you wearing a pair of Kikkors. Kikkors scored a 10/10!

GP: Best/Funniest experience on the golf course?

JL: Best experience was winning the 2005 Individual NCAA Division 1 Championship. Funniest experience was in Mexico for a buddy’s stag, in which details cannot be revealed. 🤫

