



Kikkor Golf Media Kit: February 2011

Quick Info

Please visit www.kikkor.com for the most current information on the brand. We have blogs, videos, contests, images, and everything of the sorts. Also, there's a page of hi-res images at www.kikkor.com/media/images. If you would like to conduct a more personal interview please feel free to email founder James Lepp at the contact below.

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The Kikkor Story

Growing up as one of the more prominent junior and amateur players in the world, James Lepp always wondered why there wasn't a golf shoe more geared towards the personal tastes of younger golfers. The only options at that time were shoes that made all players look like they were 50 years old. Shortly after winning the 2005 NCAA Individual Championship, James started exploring the idea of coming up with a new shoe brand targeted towards those long forgotten golfers. Finally, as a professional golfer in 2008, James utilized his business degree from the University of Washington as he started putting the pieces of Kikkor Golf together.

In April of 2010 Kikkor Golf was officially launched, offering customers a line of golf shoes that the market had never scene. The shoes were funky, different, young, fresh, and most of all, comfortable. Those same roots carried over to the 2011 lineup as well; however, the 2011 product offering is much more thorough, offering golfers many different looks from skate to retro runner styles.

While the rest of the industry has been quick to follow suit in the alternative golf footwear category, Kikkor still distinguishes itself from its competitors by focusing on the 'cool' demographic rather than the 'core' demographic that other manufactures seem to love. Not everybody likes to dress like a 50 year old. Kikkor will ALWAYS design shoes for those cool players.

Kikkor Quotes

Founder James Lepp

- “If somebody told you that you dress just like your dad would you take that as a compliment?”
- “Golf is meant to be fun, so dress like you’re going to have a good time.”
- “Our goal is to make golf shoes as awesome as the players that wear them.”
- “Be yourself. Be Awesome. Kikkor Golf.”
- “I shot 59 in a pair of Kikks so they work alright for me.”

Employee Conor O’Shea

- Referencing the tread on the bottom of the Tenny and Dress Sneaker shoes – “Unless you’re doing the moonwalk up and down the cartpath, you’ll be alright.”

Employee Scott Erickson

- “If you value looking good off the course, why not value it on the course?”
- “I wish I was more of a dork, that way I’d have so many more shoe options”

Professional Golfer J.C. Deacon

- “Love the Kikkors for on the course. Wish they had a street shoe so I could look just as good off it. One day maybe.”

Professional Golfer James Allenby

- “I played a full season in my Kikks, having my best season ever. I love them because they fit my style without a cost to comfort or performance.”

The Wheeler (<http://www.kikkor.com/blog/3-Simple-Keys-to--Woo--that-Waitress-on-Wheels>)

- “Ever since I’ve been Kikkin’ it I’ve noticed a lot more attention from cart girls. Never a bad thing.”

More on James Lepp

- Born November 19, 1983 in Abbotsford, BC, Canada
- 4 time BC Amateur Champion
- 2 time Canadian Jr Champion
- 4 time NCAA Division 1 All American
- 2002 Big Ten Freshman of the Year
- 2003 Big Ten Player of the Year
- 2003 Pacific Coast Amateur winner by 10 shots
- 2005 NCAA Division 1 Champion (beat Michael Putnam in a Playoff)
- Academic All American
- Graduated from University of Washington in 2006 with Business Degree with a focus in Entrepreneurship

- 2 time winner on the Canadian Tour, once as an amateur in 2003
- Shot 59 first round back after not playing in 6 weeks
- Considering switching to left handed. Played 4 rounds thus far and already down to a 4.2 index.

The Kikkor Golfer: (excerpt from the 2011 Kikkor Catalog)

// is different

// believes saddles are for horses

// possesses an uncanny ability for finding other players' errant shots

// attracts all cart girls

// always scores better than it appears

// only replaces divots that are actually going to grow back

// welcomes unnecessary noise in his backswing

// taps down spike marks, not for himself, but for others

// is in several people's dream foursome

// respects golf history, but embraces change

// is you...maybe