

The iconic Kawasaki canvas shoe is ready to be re-launched for new life

Sports Group Denmark takes over development and worldwide distribution of Kawasaki Footwear and announces a new concept

"After a long period with the market focusing on athletic footwear, we see signs of a comeback for canvas related products. So, we are very pleased to get the opportunity to re-launch Kawasaki Footwear through a new and updated concept", states Bjarne Jeppesen, CEO at Sports Group Denmark.

Sports Group Denmark took over the distribution off Kawasaki Footwear on a global license agreement as of May the 1st 2018. The license gives the Danish company full control of design and development of new styles, as well as marketing and sales on a global scale.

About Sports Group Denmark

Sports Group Denmark is one of Scandinavia's leading companies in sports and leisure wear. Besides designing and manufacturing 12 brands of their own, the company has sales responsibilities for several international brands such as Björn Borg, Gaastra, NZA, Mizuno and CMP on both Scandinavian and European markets.

The brand-owner for Kawasaki Footwear, Bo Stanley points that Sports Group Denmark was very carefully chosen as the new license partner.

"It's a company with a strong and well-defined growth strategy, the right competencies and a strong team of employees. In addition, their motivation in the whole process has been an important factor in giving them the license. I am certain that Sports Group Denmark can lead the Kawasaki Footwear brand to a positive future", says Bo Stanley, who will work in an advisory role for a transitional period.

Ready for re-launch in spring 2019

Kawasaki Footwear entered the market in 1972, releasing a white badminton shoe with a distinctive leather nose. Throughout the '70s it was the preferred brand for many top players, until Nike, Asics and other sport brands introduced shock absorbing shoes. Since then, Kawasaki Footwear has successfully focused on the leisure market, with their canvas shoes in different colours and patterns.

"The Kawasaki canvas shoe has an almost iconic status in many countries throughout the world, not least in southern Europe and Asia. But the brand needs a revival and a boost to utilize the full potential", says Jan Guldbaek, Brand Director at Sports Group Denmark.

"We are planning a strong re-launch through a new, inspiring concept in the spring of 2019. In the long run, we aim to expand the Kawasaki Footwear product range with new designs and styles of leisure footwear. We are ready and determined to go all-in, and believe the timing is perfect to create new growth for Kawasaki Footwear."



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