

# PRESS RELEASE

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## Children's footwear brand launches adjustable, squeaky shoes in the UK

In homes across the UK, parents spend mornings chasing their little ones to get their shoes on.

**The struggle is over. American children's footwear brand ikiki has arrived in the UK to give children ridiculously cute shoes that they will love to wear.**

ikiki shoes are specially designed for little feet and will be in the UK from the 1 March 2019. They will be available in children's sizes 3 – 9.

There are six cute characters to choose from:

- Duchess Bubblegum Sparkles (Unicorn)
- Princess Sakura (Panda)
- Dr Owlivia Hoot (Owl)
- Captain Zuga (Pirate)
- Mr Barkles (Dog)
- Leo Longfire (Dragon)

But ikikis are no ordinary shoe – they have many benefits plus...**they squeak!**

The squeaking mechanism in the sole encourages healthy **heel-toe walking** and makes walking fun for little ones. But parents will be glad to hear that when they've had enough of the squeak, there is an **off switch** on each shoe. The patented design has a one of a kind double chamber squeaker so that the sound can be turned on and off easily. The sound helps parents keep an ear on their children while giving them the freedom to find their feet and explore. The squeak also acts as a great **locator for non-verbal children.**

The **adjustable** single strap makes them a good fit for both narrow and chubby little feet. The wide, flexible opening makes them easy to put on but also enables the shoes to fit children with **ankle foot orthosis/splints/braces/insoles.**

These shoes will also appeal to the growing number of people following vegan lifestyles as they don't contain any animal products – they are **100% vegan-friendly.**

All round, ikiki is the perfect shoe for young children.

**Angela Higgins of ikiki UK comments:** "When I saw these shoes online, I really wanted them for my daughter, but they were only available in the US. I started speaking to the brand and knew I needed to bring them to the UK to share the ikiki cuteness with other mums like me. They are really great shoes for little feet and I absolutely loved the designs compared to some of the traditional shoes you get in the UK. My daughter loves her squeaky unicorn shoes and she literally can't wait to put them on each day. It's reassuring to know where she is, as being two, she doesn't stop exploring and playing at home. The squeak makes it a fun activity for her."

**Sarah Hughes from Leicestershire, who blogs about family life at [A Mundane Life](#). Her 3-year-old daughter wears orthotic insoles and struggles to find affordable, practical and supportive footwear options that look nice. She comments:**

“As soon as Elise put on the shoes, we noticed a difference in her stance. Within a few steps, she was stepping on her heel instead of her toes to hear the squeaking. She also found them easy to put on herself, and they fully supported her feet. We'd recommend these shoes to everyone, especially those who need a little bit more support.”

**Eva Katona from London is a green lifestyle blogger at [Captain Bobcat](#) and mother to a two-year-old daughter. She comments:**

“For us, the most important aspect is that these shoes are 100% vegan and no animal was harmed to produce this pair of fun shoes. My daughter loves them, especially the squeak! I found them very well made and the high tops protect her ankles.”

ikiki squeaky shoes can transform the lives of parents and their toddlers but parents might struggle to get their little ones to take them off!

**For press samples, hi-res images, interviews and further information please contact:**

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