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# Press Release



## **New sneaker manufacturer, *Kashi Kicks*, inspired by Liberace's flamboyant and extravagant lifestyle.**

**Las Vegas, NV, August 11, 2007** – It was only a matter of time before the “Millennial” generation took notice of famed entertainer Liberace, the original King of Bling®.

The popularity of R&B, hip-hop and rap has taken sportswear out of the gym and propelled it into the luxury market. “Ostentatious to the extreme, garish in color and uninhibited in its lavishness, sportswear has become a status symbol for the new urban elite.” This trend has Liberace written all over it!

Collaborating with the Liberace Foundation, new and unique sneaker manufacturer *Kashi Kicks* presents the Liberace Collection of “kicks” inspired by the entertainer’s extravagant and over-the-top lifestyle.

Liberace was the single most charismatic and flamboyant entertainer of the 20<sup>th</sup> century. He was a man of multiple talents and was especially known for his extravagant costumes, signature classical piano concerts where he “left out the boring parts” and for his self-deprecating humor. Liberace out-earned every other entertainer of his genre and generation and was a star of the stage and the screen. The Liberace Museum in Las Vegas is a living tribute to his inimitable life.

Following a recent visit to the Liberace Museum’s *Outside the Shoe Box* exhibit, the *Kashi Kicks*’ principals were excited to design a collection of shoes that represent the brazen bling that Liberace is famous for. *Kashi Kicks*’ VP of Marketing adds “My grandmother loved him and I grew up watching Liberace on television. He really **was** the original King of Bling®.”

Alan Kashi, designer for *Kashi Kicks*, has a background in jewelry design and is directly connected with hip-hop culture. The company is known for their highly decorative, detailed and dazzling sneakers coveted by the celebrity feet of George Clinton, Flava Flav, Dj Unk, Slim of 112, Cool from the producer duo Cool & Dre and Casey Hampton of the Steelers. “With the introduction of this sneaker collection, Liberace’s street credibility is bumped up a notch.”

A portion of proceeds benefits the Liberace Foundation. The mission of the Foundation is to help talented students pursue careers in the performing and creative arts through scholarship assistance.

Fame Farm LLC, the Liberace Foundation’s exclusive licensing agency, is actively involved in the strategic marketing of *Kashi Kicks*’ Liberace Collection.

*Kashi Kicks*’ Liberace Collection will be available for wholesale purchase at MAGIC in August 2007.

See the kicks with bling at [KashiKicks.com](http://KashiKicks.com).