

Kashi Kicks Runs with Liberace

Kashi Kicks will showcase its line of Liberace-inspired sneakers at MAGIC. The footwear company, known for its lines of glittery sneakers, is the Liberace licensing program's newest licensee.

The Kashi Kicks sneakers are part of the Liberace Foundation's effort to expand licensing for the brand and reintroduce the performer to a new, younger audience.

"You've got Liberace's traditional, aging fanbase that want to see him in one light, and then you've got the potential to reintroduce him to the younger generation in a more nostalgic, camp, kitschy kind of way," says Darren Hollingsworth, executive director of the Liberace Museum and Foundation. "One of our most exciting ventures now is the Kashi Kicks Liberace shoe."



The Kashi Kicks' Liberace collection features the signature twisted fabric combinations and high-tech fit from previous collections, but with the addition of a piano keyboard feature on the sides and sole of the shoes. Each shoe is inspired by a costume from the collection at the Liberace Museum and comes with a candelabra.

The Liberace Volks Royce will also be on display at the Kashi Kicks booth during the show. The car, which features a Rolls Royce grill mounted on the body of a bubblegum pink Volkswagen convertible Beetle, was last used by Liberace at Radio City Music Hall in the 1980s and has since been on exhibition at the Liberace Museum in Las Vegas.

Nevada-based Fame Farm handles all Liberace licensing, and a portion of proceeds from the sale of licensed products benefits the Liberace Foundation for the Performing & Creative Arts scholarship program.

January/February 2008

THE LICENSING BOOK

BUILDING BUSINESS THROUGH PARTNERSHIPS

