

FOR IMMEDIATE RELEASE

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LAUNCHING KILLER KICKS CAPSULE COLLECTION

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Killer Kicks have launched with an edit of essential shoe care kits for the committed Sneakerhead. Designed and bottled in their studio, these kits are the holy grail for achieving the box fresh look day after day. Harking back to 90s, their three essential lines, provide everything needed to preserve and shine up your creps: Keep 'Em Clean, Just Like New, and Fresh And Fly.

If you would like more information about this topic, please call Ross at 01406 362633, or email ross@menssociety.co.uk

The cutting edge formulas are specifically designed to cleanse footwear without marking or messing with the texture. The cleaning fluid rids your kicks of muck and grime and the scientifically formulated repellent fluid means your sneakers are resistant to water and dirt. The odour remover is perfect for a long day out when your feet are feeling less than fresh.

Emulating mesh textures and that thrilling box fresh feeling, the design is in cool monochrome with fabric touches. The cleaning formulas are all handmade and bottled by in their studio in England, using natural ingredients that won't spoil suede or canvas shoes.

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