



PRESS RELEASE

People Footwear Enters China Market with Kung Fu Data as Exclusive Distribution Partner

Shanghai, China – 23 October 2024 – Sustainable footwear brand People Footwear has officially entered the China market, partnering with Kung Fu Data as its exclusive distribution and brand partner. Known for its commitment to comfort, innovation, and eco-friendly design, People Footwear is set to introduce its line of stylish, sustainable, and animal-free shoes to Chinese consumers who value both quality and environmental responsibility.

At the core of People Footwear's mission is a dedication to sustainable production, utilizing waste-free manufacturing processes and advanced recycling techniques to create high-performance, vegan footwear. Designed for versatility, the brand's shoes are celebrated for their lightweight construction, all-day comfort, and modern aesthetics, making them a go-to choice for consumers seeking high-quality, environmentally responsible footwear.

"We are excited to bring People Footwear to the China market, where demand for stylish, comfortable, and sustainable footwear continues to grow," said Josh Gardner, CEO of Kung Fu Data. "People Footwear's commitment to innovation and eco-friendly design makes it a perfect fit for Chinese consumers who prioritize both quality and sustainability. We are proud to help this pioneering brand establish a strong presence in China and connect with a new generation of mindful shoppers."

Through this partnership, Kung Fu Data will leverage its deep expertise in China's e-commerce landscape to drive People Footwear's growth, ensuring that its unique approach to footwear design resonates with the country's increasingly sustainability-conscious consumers.

About People Footwear

People Footwear is a forward-thinking footwear brand dedicated to creating high-quality, comfortable, and sustainable shoes. With a strong focus on vegan materials, waste-free production, and innovative design, the brand combines performance, style, and environmental responsibility in every pair of shoes it produces.

About Kung Fu Data

Kung Fu Data is a trusted partner for global brands entering and expanding in the China market. Specializing in e-commerce distribution and brand operations, Kung Fu Data helps international companies navigate China's dynamic retail landscape, ensuring growth, stability and long-term success.

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