

Kourage Athletics launches Kenyan running clothes brand

NAIROBI: Kourage Athletics, an NGO that aims to create jobs and sustain livelihoods in Kenya, has launched what it claims, is the nation's first line of running kit. The clothes, which are designed and manufactured in Kenya, aim to harness Kenya's storied running tradition, which has not only produced some of the world's greatest distance runners, but earned the country an international reputation in the field.

Employing a modern fit, fashion-forward designs and performance quick-dry fabric, each Kourage garment is said to be suitable for completing a marathon or a quick workout at the gym.

"Kenyan runners are world-class. We wanted to create an equally impressive garment," said Joseph Kisuli, 23, Kourage Athletics fashion designer. "We combine the fit of your favourite t-shirt with the best performance fabric in the world."

Tested under extreme conditions

Hussein Kurji, operations manager, remarked, "We tested Kourage garments under extreme conditions, in snow at Mt. Kenya and in the heat of the Rift Valley plains. Kourage garments are perfect for any athletic endeavour."

Kourage Athletics' ambitions are broader than simply selling clothes: the organisation aims to change lives in Kenya. Revenue from each Kourage Athletics garment is injected into the Kenyan economy, sustaining jobs and creating wealth for Kenyans.

Chris Markl, 31, US operations director, commented: "From our garment's fit and feel, to our organisation's vision and values, Kourage makes you feel good."

Why the name Kourage?

Markl remarks, "Kourage is doing something outside of one's comfort zone: going back to school, training for a 5km or a marathon, travelling outside of one's country for the first time. Kourage is how we change the world."