This Sneaker Brand’s Founder Doesn’t Take ‘No’ for an Answer

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Sometimes, a single ad can change lives. Just ask Natalie White, CEO and founder of Moolah Kicks, the first brand focused exclusively on women’s basketball shoes.

In 2019, White, a then-Boston College senior, saw an advertisement featuring four WNBA players promoting men’s sneakers and realized something needed to change. At the time, there wasn’t a single basketball shoe on the market designed specifically for women—which created a higher risk of injury for female athletes due to differences in body type.

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