

Free your toes!

By giving toes the freedom they need, BÄR comfort shoes have been making feet happy since the 1980s. Through the Joe Nimble brand, the Germany-based company now aims to bring their functional footwear concept to a wider audience, focusing on sports and fitness. A partnership with Michelin has resulted in the creation of the ultimate functional running shoe, combining an intelligent midsole with a high performance outsole to deliver an optimal running experience. The running shoe, branded as nimbleToes Addict, is Joe Nimble's first running shoe to offer the benefits of Functional Footwear to the 95% of runners who are 'heel-strikers'. The aim is to reduce overstriding and discomfort, and maximise performance on unforgiving surfaces, as Sebastian Bär, Head of Joe Nimble and inventor of the Functional Footwear design concept, explains.

Sebastian Bär's parents started the brand BÄR comfort shoes back in the early 80's. "My dad was looking for a shoe that wouldn't kill his feet every day and he couldn't find any. He decided to make his own shoes, based on the principle of toefreedom® and zero heel; where the heel and the ball of the foot are on the same level," Sebastian explains.

He adds that the natural shape of the human foot is asymmetrical and widest

across the toes. Conventional shoes, including conventional running shoes, are pointed at the front, however. "This results in the foot becoming shoe-shaped," says Sebastian. "By contrast, the toefreedom® shoe last allows the foot to move back to its natural, asymmetrical shape, so that especially the big toe can perform its natural function to anchor and stabilize the foot and thereby the whole body. Since the foot is the basis, the movement of the body will be more efficient and pain free."

There is a Joe Nimble shoe with a thinner sole for the fitness studio environment, a more rugged sole for a more outdoorsy use and a thicker sole for long, repetitive movements like road-running. And now, there's also the nimbleToes Addict, developed in a partnership with Soles by Michelin. The nimbleToes Addict adheres to the toefreedom® design concept and the zero heel for a natural gait. "Beyond that, the shoe is made of very lightweight materials and the sole is excellently suited for running middle and long distances on the road. The sole was inspired by Michelin's iconic S1 tyre: the density of the midsole is not too soft and not too hard, which is ideal for the 95% of the runners who are heel strikers," Sebastian elaborates.

He points out that over 30% of the runners or regularly injured when training for a half- or full-marathon. "We know from our almost four decades of experience and research in the scientific field, that we can provide a solution for pain free running. Within the next years, we want to have the brand Joe Nimble clearly associated with the Functional Footwear design concept, which we invented, on a more international level."



Joe Nimble/BÄR GmbH

Website: www.joe-nimble.com