

Xero Shoes Taps Crocs Talent to Create New Footwear Category

Xero Shoes has tapped top talent from Crocs to create the new "Natural Movement Shoe Category"

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/EINPresswire.com/ -- [Xero Shoes](#) Taps Crocs Talent to Create New Footwear Category
(Broomfield, CO) October 27, 2016 – Broomfield's Xero Shoes calls their new line of shoes and sandals "Footwear made for FEET!" Says CEO, Steven



Sashen, "Your feet are made to bend, flex, move, and feel... but modern footwear prevents that natural function, which can lead to pain, injury, and impaired performance, let alone simple discomfort."

This message resonated with top former talent from Colorado neighbor, Crocs, who've joined Xero to develop and promote the company's "natural movement" product line. Dennis Driscoll, former head of Global Product Design at Crocs says, "What Xero offers is authentic, simple, and unique in the marketplace."

Emilio Torres, Xero's VP of Sales & Marketing, who was Crocs' 18th employee and who built the inside sales force that took the company to \$1B+, adds, "We all thought the meteoric rise of Crocs was a once-in-a-lifetime event. The response to Xero's natural movement products has me gearing up for a second."

What defines "natural movement" footwear are 3 key principles:

- 1) Natural Fit – toe boxes wide enough to let your toes spread and relax. A non-elevated heel for proper posture. And a low-to-the-ground design for balance and agility.
- 2) Natural Function – Xero Shoes let the foot bend and flex the way they're supposed to.
- 3) Natural Feel – Xero's patented thin-yet-protective FeelTrue® soles give your feet and brain the stimulation they're meant to feel.

When Xero Shoes co-founders, Steven Sashen and Lena Phoenix appeared on ABC's Shark Tank 3 years ago, the company was selling a do-it-yourself sandal making kit. Says Phoenix, it was a modern version of mankind's oldest, and most successful, footwear." Since then, with Driscoll's efforts, Xero expanded into ready-to-wear sandals. This week, the company launched their first closed-toe shoe – built off the best-selling sandal base, the new Ipari Hana features a stylish casual canvas upper with elements that harken back to the 5,000 year old sandal that launched the company.

Customers ages 2-92 in 94 countries wear Xero Shoes for a stroll on the beach, a walk in the park, a hike on a trail, yoga and Crossfit classes, and even running ultra marathons. Xero Shoes are available at www.xeroshoes.com, Amazon and hundreds of retailers around the world.

ABOUT:

Feel The World, Inc. of Broomfield, CO, manufactures Xero Shoes®, lightweight, performance recreation footwear. Durable, stylish and affordable — Xero Shoes supply the fun and benefits of

natural, barefoot-inspired movement with a layer of protection and comfort. Feel The World, Inc. launched in December 2009. See more at XeroShoes.com

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