

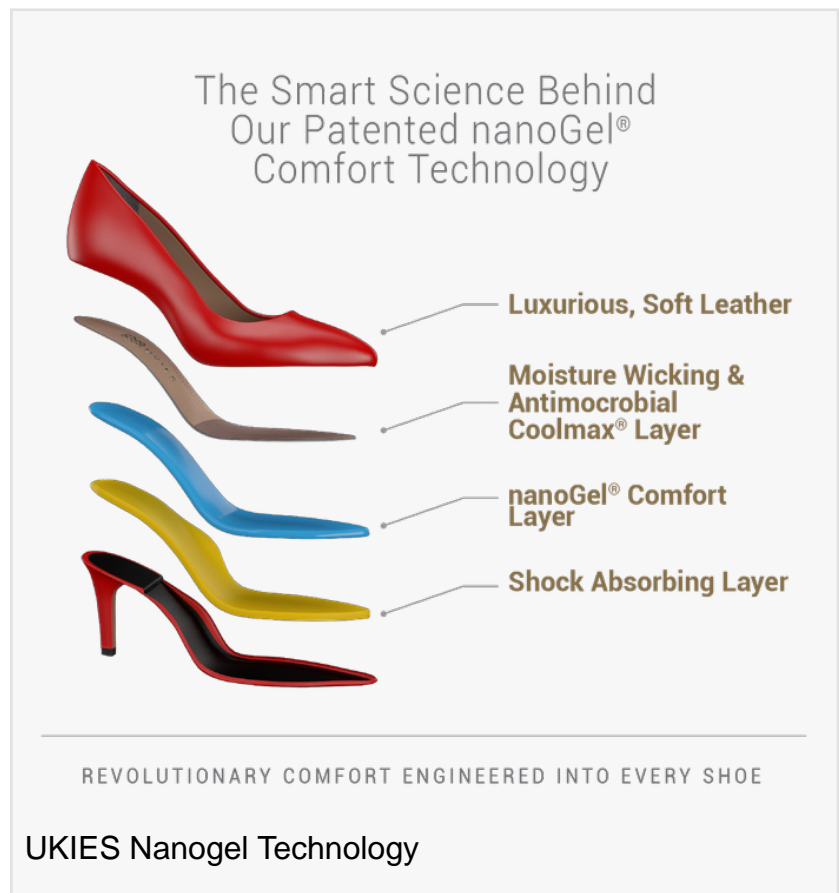
# Husband & Wife Duo On A Mission To Redefine Women's Footwear

*UKIES Shoe reinvents shoes for the modern woman nanoGel technology which protects feet in the way football helmets protect the skull.*

ATLANTA, GEORGIA, UNITED STATES, November 20, 2017 /EINPresswire.com/ -- An innovative husband and wife duo are on a mission to solve a problem women have been experiencing for decades: How to wear stylish high heels without discomfort.

Growing foot pain, knee pain and back pain are just some of the common complaints a growing number of women are facing as a result of poor quality high heels.

Kavita Khaitan the co-Founder of [UKIES](#) wanted to do something about this. She tapped into her husband Umesh K Khaitan's engineering and manufacturing background to come up with the innovative UKIES nanoGel technology.



Using modern materials to develop dual layer technology, UKIES shoes provide full support in stylish and fashionable footwear. UKIES shoes use the same materials used in football helmets to block out the ground impact that comes from walking. To deliver a great product UKIES also use Cool Max fabric to keep feet odorless, cool and dry.

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I was surprised that such a fashionable shoe could provide so much comfort. I would highly recommend these shoes to any woman who wants to look and feel great all-day long.”

*Podiatrist Dr Jennifer Price*

Founded just two years ago, UKIES Shoes has in a short time span solved a problem that has plagued women who love high heels for decades. The husband and wife founders of UKIES have spent two years in research and development of the UKIES nanoGel technology which is now built into every UKIES Shoe. Women can finally have true comfort and style in their shoes.

UKIES are now seeking investors via [Kickstarter](#) to take comfortable footwear to a wider audience of women.

Rave reviews from women who have come back to buy their second and third pairs and some on their fourteenth shoes from the brand swear by the comfort. One woman even wrote she instinctively finds herself reaching for her UKIES pumps every morning because they feel 'Oh So Good!'

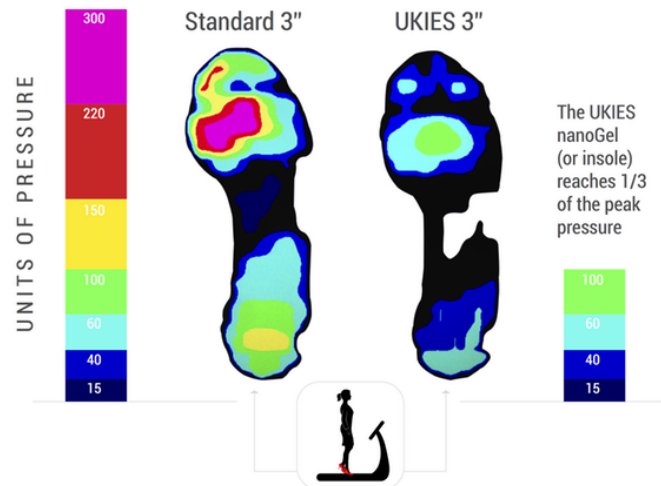
Podiatrist Dr Jennifer Price says, " As a podiatric physician, one of the most common complaints I hear from women is pain in the ball of the foot and toes. Unfortunately, most high heel shoes lack the proper support, cushioning and design needed for all day comfort. This can result in conditions such as painful corns and calluses, hammertoes and neuromas."

"Finding a shoe that embodies both style and comfort can be challenging. Now there is finally a shoe that can deliver. UKIES are designed to help keep women on their feet all day long. The exclusive nanoGel™ technology built into their women's high heel shoes provides more than ample cushioning and toe room while also keeping feet securely in place. After wearing UKIES, I was surprised that such a fashionable shoe could provide so much comfort. I would highly recommend these shoes to any woman who wants to look and feel great all-day long. "

A comparison of the UKIES nanoGel insole to an ordinary cushion or foam insole shows significant reduction in peak pressure in the key areas of the foot. These results came after two test subjects wore the UKIES pump and a pump with ordinary foam from a leading brand in a study conducted in a controlled environment lab at a leading University under the supervision of a foot and ankle specialist. All tests verified at the time of this press release.

Major retailer Nordstrom was the first to get an exclusive debuting the shoes, which are made in Spain, for their online buyers. UKIES Shoes is excited to add Lord & Taylor this Fall.

What started with just two styles has now evolved into a bigger offering from Ballerinas to Loafers to the Low and Higher stiletto heels keeping in mind the different occasions in a woman's life. Sneaker



UKIES Foot Heat Map



UKIES Paloma Black Heel

shoes for the weekend, ballerinas to run errands in and mid-sized heels and sandals for every occasion.

The brand has quickly gained popularity with fashion bloggers such as Amanda Haxton of [InstantFashionMix.com](http://InstantFashionMix.com) Olivia Fleming of TheIndieGirl.com and Julien Garman of ItsJulien.com.

More women are participating in the workforce and to look sharp and to feel confident, are habitually given to sacrificing comfort for style. Every modern woman insists on more and better choices, technology is improving every aspect of our lives, so it was only a matter of time till someone came along with the next generation of shoes, forever changing how shoes will be made for all of us.

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