



Deming Recovery™ Announces Official Launch, Redefining Recovery Footwear for Modern Life

New Performance Lifestyle Footwear Brand Set to Disrupt \$88B U.S. Footwear Market with Elegance and Innovation

NEW YORK, NY, UNITED STATES, August 26, 2025 /EINPresswire.com/ -- [Deming Recovery™](https://www.demingrecovery.com/) announced its official launch, marking the creation of a new sub-category of footwear that aims to disrupt the \$88 billion U.S. footwear industry. Developed in collaboration with physicians and engineers, Deming Recovery merges the technology of physician-backed recovery with the design of men's premium dress and casual shoes, setting a new standard in footwear innovation with shoes that support both body and style.



By bringing performance wellness to the style-conscious consumer, Deming is defining a new category—Elevated Recovery for Everyday Life.

"Life doesn't pause for recovery," says Vijay Sham, Co-Founder & CEO. "We created Deming so people could keep moving and recovering as they go, without ever compromising how they look or feel."

In an age where athletic recovery often relies on cumbersome slides or unstructured sneakers, Deming's recovery-focused footwear combines hand-finished details, signature stitching, and advanced technology to deliver both craftsmanship and performance.

Key Deming Recovery™ Innovations:

Deep Recovery™ Technology: Proprietary support system developed with leading foot health experts to absorb impact, improve alignment, and boost circulation, accelerating recovery while you move.

Design-First Craftsmanship: Made in Portugal and crafted in family-owned factories, the footwear brand utilizes LWG Gold Certified Italian leathers, breathable Tencel™ liners, and premium materials, engineered for both style and performance.

From Workout to Workday: Sleek silhouettes built to transition seamlessly from post-workout to the office, dinner, or the weekend.

Deming is also committed to ethical, environmentally-conscious design, using certified leathers, recycled linings, and Intertek-audited factories. Its 100% recycled packaging doubles as the shipping box to reduce waste, reflecting Deming's core belief that transparency and responsibility are essential.

Deming's launch is strategically timed with the post-summer, back-to-routine season, appealing to consumers eager to reset their performance, reclaim comfort, and refresh their style.

About Deming Recovery™:

Founded in New York and designed for the pace of modern life, Deming Recovery™ merges science-backed recovery with premium design. By bringing performance wellness to the style-conscious consumer, Deming is defining a new category—Elevated Recovery for Everyday Life. For more information, visit www.demingrecovery.com.

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