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Birkenstocks & The Customizable Art Of Footwear

By JM Anderson

Birkenstocks are a German brand of quality footwear, which is best known for it's contoured footbed. When most people purchase a new pair of shoes, they expect to have a `break-in' time. This usually lasts for a few days and, at that time, the shoe is pretty comfortable and broken in for everyday wear. The main difference with Birkenstocks is that they approach the `break-in' time much differently. When a pair of Birkenstocks are first purchased, they are more stiff than commercial brand news. After several weeks of wear, the shoe literally molds to the wearer's foot. This creates an actual customized shoe that is designed around the wearer. Think of your foot as being a candy mold and Birkenstocks as the candy. The Birkenstocks will mold to every detail of your foot to create an exact design, which will fit perfectly everyday.

As is the case with any company, Birkenstocks weren't always as well known as they are today. In 1897, a man by the name of Konrad Birkenstock developed a theory that would change the world of footwear forever. He believed that if the shape of a shoe were to reflect the exact shape of the foot, improved comfort would be inevitable. Soon after, he designed the first shoe to feature a contoured insole to be used in custom footwear.

Nearly 70 years later while on a trip to Germany, Margot Fraser grew tired of walking and sought relief from her uncomfortable shoes. While at the spa, someone suggested that she try Birkenstocks. In addition to finding immediate comfort, several months after returning home to California, she found that her chronic foot pain had finally ended after years of suffering. Convinced it was the Birkenstocks that relieved her pain, she began importing the German-made footwear into America. This began the Birkenstock Distribution USA, Inc. franchise in California. In 2006, after 40 years of success, Birkenstock celebrates a milestone anniversary after four decades of success in America.

The Birkenstocks footwear line includes footwear for men, women and children. A quality collection of sandals, clogs and other shoes are readily available from the Birkenstocks line. In addition, socks and insoles are available as separate purchases for anyone who wants to experience the true Birkenstocks comfort. With more than 100 employees, 1,800 retail accounts and years of success behind them, Birkenstock USA is poised to continue providing custom footwear for years to come.

To get more facts about birkenstocks, check out our website at

<http://www.maposa.com>

for lots of free

birkenstocks information and reviews.

Birkenstocks – Comfortable Sandals That Are Good For Your Back

By Helen Walters

Do you know where the term "footbed" comes from? Most people have no idea that the term originated with the revolutionary sandal maker Konrad Birkenstock a 19th century shoemaker from Germany. Before Birkenstock shoes were all made with completely flat soles and had no arch support. They developed a revolution in shoe making by designing footwear that matched the actual shape of a person's foot.

Initially their idea was sold as an insert to be used in other shoes that had no shape. Their company took off as a major manufacturer of orthopedic inserts. They were called "footbed supports" and the term 'footbed' became a legal trademark of the Birkenstock company.

As time went by they realized that their novel footbed support concept could be extended into different types of footwear that they could make themselves. The original sandals they developed were intended to give the wearer a near barefoot experience while still providing fantastic support and protection of the wearer's sole. Little did they realize how much of a revolution they would create in the shoe and footwear industry.

People quickly found that not only were they comfortable, but they also helped greatly with many foot and back problems by providing the arch support and proper fit that had been missing in shoes and sandals to that point. Today Birkenstock sandals and other footwear are frequently 'prescribed' by podiatrists as part of normal care for people with foot, lower leg, and back problems. In particular the 'heel-less sandals' are known to greatly strengthen and tone calf muscles.

>From their humble beginnings as simple shoemakers, Birkenstocks have become producers of some of the most recognized shoes and sandals in the world. They are available in hundreds of styles, materials and colours that will suit just about anyone's needs and personality. And they have done it by sticking to their basic philosophy: make them comfortable and make them last.

<http://www.birkenstock-sandals-and-clogs.com>

provides in depth information and reviews on

Birkenstock Sandals and most other Birkenstock footwear including boots at:

<http://www.birkenstock-sandals-and-clogs.com/birkenstock-boots.html>



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