

Choosing the right shoe

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Whether you run for fun or run for fitness; whether you get out a couple times a week or train competitively; whether you prefer on-road or off-road; whether you love running or just love it when it's over - there is one thing about running that stands out from all other sports: the equipment required is minimal.

Lightweight, breathable, layered clothing and a good pair of running shoes. That's it.

"Good pair of running shoes." What does that mean exactly?

The choices on the market today are overwhelming and consumers can sometimes be lured into buying exactly the wrong shoe for their foot and lifestyle. Celebrity endorsements. Endless colours, shapes and styles. Runners. Walkers. Cross-trainers. Narrow vs wide. High arch. Flat foot. Choosing the shoe for you, and your running habits, can be an exercise in frustration.

At New Balance Vancouver, our fit experts help remove that frustration by providing a professional fitting every time.

We are experienced and trained to work with you and your individual needs. No two pair of feet is identical, making it important for fit experts to measure both feet, assess your stride, look at your current pair of shoes for signs of wear, ask you questions about your exercise routines (frequency and intensity) and most importantly, recommend a few pairs for you to try.

Part of providing superior footwear and athletic apparel is offering styles to fit all widths and sizes, because a better fit produces better performance.

Next: How to know when you need new running shoes

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Runner 768

- Exceptional support
- Lightweight
- Great for a flat foot
- Seamless lining reduces friction & discomfort
- Non-slip laces

