

# Step it Up in 2011: Most Comfortable Shoes Recommends the Best in Comfort Footwear, Fashion and Style Online

NEW YORK, N.Y., Sept. 21, 2011 (SEND2PRESS NEWSWIRE) – What comes to mind when you think about comfortable shoes? Thick soles? Ugly styles? Chunky designs? Yes, “comfortable shoes” have been given a bad rap and are habitually associated with a lack of style in exchange for comfort. Well, online shoes site, Most Comfortable Shoes ([www.MostComfortableShoes.com](http://www.MostComfortableShoes.com)), is giving this theory a run for its money.

“It’s the ugly or chunky-shoe stigma,” Drew and Charlotte Waters, founders of MostComfortableShoes.com, explained. “Men and Women will gladly pay for a good pair of comfortable shoes as long as they pass the style test.”

Manufacturers are aware of this stigma and are updating their styles and re-branding names. What used to be “orthopedic,” is now “pedorthic” meaning anatomically correct or posture enhancing.

While the variety of comfortable shoes can be overwhelming, the Internet has enabled MostComfortableShoes.com to bring together the best brands and styles of shoes, boots, sandals and clogs in one place. The site offers reviews and recommendations and once a visitor has made their selection, they are referred to the best online shoe stores where they can pick up their choices at the lowest guaranteed prices. Recommendations are given for men’s, women’s and children’s comfort styles.

“Ten years ago it was a choice between Birkenstocks and Doc Martens,” Drew said. “Now the options are staggering. European manufacturers like Dansko, Ecco, Born, Naot and Mephisto have expanded into the U.S. marketplace; and, U.S. manufacturers like Merrell, New Balance, Keen and Rockport have redesigned and increased their output to meet this growing demand for comfortable shoes.”

Much of the footwear on the market today is neither comfortable nor good for the feet. In fact, The American Podiatric Medical Association (APMA) recently reported that 50 percent of Americans, aged 18-60, suffer from some kind of foot ailment; 12 percent of these ailments are related to wearing incorrect shoes. At MostComfortableShoes.com, consumers will find recommendations for the most comfortable brands available including comfortable walking shoes and comfortable dress shoes.

With an increasing awareness of how lifestyle choices affect health and longevity, people are looking for ways to enhance their well-being and comfortable shoes are part of this equation.

“We offer consumers that elusive blend of great style and supportive comfort,” Charlotte explained. “We also refer them to the best online stores

and the most competitive prices.”

Now in its fifth year online, the [Most Comfortable Shoes](#) site has gained a steady following, drawing over 2,000 visitors per day. The site also shares tips on how to gain the most comfortable fit; determine foot type; and choose the most appropriate shoes for walking, running, hiking and travel activities.

“Our customers are business people, retail workers, hospitality and healthcare professionals, travelers, walking enthusiasts and a general public that is becoming aware of the benefits of wearing comfortable shoes,” Drew said.

The site was born out of a personal love for shoes and a quest for comfort. Both Drew and Charlotte worked in occupations requiring long hours on their feet; Charlotte was an associate producer for Television News in Europe; and Drew was a freelance-documentary cameraman. Both extensively researched orthopedic technology and consulted podiatrists about shoes that best support the feet.

“The most common phrase we kept hearing from professionals was ‘people need to choose shoes that fit their feet, not make their feet fit the shoes,’” Drew said. “We wanted to compile all of our knowledge and personal research and offer it to other consumers.” As a result, [MostComfortableShoes.com](#) recommends shoes that have features such as heels no higher than two inches; a wide-toe box that won’t cramp or restrict the toes; cushioned footbeds that mold to the shape of the foot; and materials that allow the feet to breathe. The site also recommends orthotic insoles and extra comfort shoes for people with arthritis and diabetes.

Comfortable shoes with great style no longer have to be chased down; and, all shoes come with free shipping and free return shipping if shoes need to be exchanged for correct sizing.

Concluded Drew, “Quite simply, our name conveys what we do, we offer recommendations for the most comfortable shoes available.”

For more information, visit: <http://www.MostComfortableShoes.com> .

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