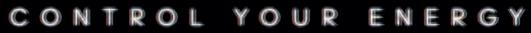
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ing shoe



**RUN** SUPERNOVA ST





ENERGY AT ITS PEAK





ENERGY IN CONTROL

DENSER BOOST IN CRITICAL AREAS FOR ENERGISED STABILITY

ENHANCED FIT

ENGINEERED MESH FOR ULTIMATE FLEXIBILITY AND COMFORT

### Introduction

The range of technical running shoes available is now larger and more varied than ever. With shoes for every foot type and running surface, the options are endless.

In this ever-evolving market, no sooner have you found a pair of shoes that suit you than the manufacturer changes them and your search for running shoe nirvana starts all over again

Here, we aim to make choosing your next shoes a little easier by explaining the options available and what to look for to suit your feet.

Of course, a little bit like running itself, only so much can be written and read about the subject before you actually need to pull on the shoes and run; ultimately there's no substitute for visiting your local running specialist store and trying on a few pairs to find the perfect match.



### **Contents**

- 3 Your must-know A-7
- 4 Choosing your shoes
- Types of running shoes
- 10 The Brownlee brothers
- 14 Pick of the bunch
- 15 Product reviews

Adidas The brand with three stripes, formed in Germany in 1949 by Adolf Dassler (pictured), whose brother started Puma. **Boost** A revolutionary cushioning technology from adidas

that absorbs shock but has the ability to bounce back to its original shape. CM-EVA

**Compression moulded** Ethylene-vinyl acetate, the most common running shoe cushioning material.

**DNA** An adaptive cushioning material from Brooks. Everun A similar cushioning material to the Boost, this is the Saucony version. Flyknit An engineered knitted fabric upper from Nike that provides a seamless fit. Gel ASICS' midsole cushioning material. Hoka One One The

brand behind 'maximal' cushioning, their shoes are recognisable by the oversized midsole. fit Dynamic fit system

used in the upper of Saucony shoes. J-frame Hoka's midsole support system used to provide stability in their shoes.

(imetto Dennis: World record-holder for the marathon. Lunarion A midsole technology from Nike featuring a lightweight foam core encapsulated in a firmer outer shell.

Mizuno The Japanese brand founded in 1906 in Osaka. New Balance Founded in Boston, USA in 1906, they are the largest running shoe brand to maintain a UK manufacturing presence. On Swiss-designed shoes

featuring the distinctive 'cloud' cushioning sole.



Puma As worn by the world's fastest man, Usain Bolt (pictured). The company was founded in Germany in 1948 by Rudolf Dassler. Qulkfoam The cushioning material used by relatively new running shoe manufacturer 361. the Chinese brand which was

founded in 2003. Reebok British brand (pictured) founded in Bolton, Lancashire in 1958 by J.W. Foster and now owned by adidas. Saucony American brand originally formed in 1898 and named after its location on the banks of the Saucony Creek in Kutztown, Pennsylvania.

Torsion The midfoot support and guidance system used in adidas running shoes. **Under Armour Pioneers of** 

compression and base layer clothing, the brand started in the USA in 2006 and now make running shoes, too.

/ibram

Manufacturer of rubber outsoles for sports shoes known for their great grip (pictured).

Sh Established in Bolton, Lancashire in 1961, and famous for their fell running shoes. They still manufacture them in Bolton today. 10 Mizuno's hardwearing carbon

rubber outsole material. **3** A collection of highly fashionable footwear and clothing from adidas.

Born in Hawaii in 1983, the brand's shoes are perhaps most popular with triathletes.



## **Choosing your shoes**

So, you need a pair of running shoes. You might be new to running and looking for your first pair of specific running shoes or have been involved in the sport for many years and need to replace your footwear

#### Where do you start?

Well, a common place to start – and something often misunderstood – is the 'wet foot test'. You simply step out of the shower onto the bathroom floor or a piece of paper and look at your footprint. Historically – and we aren't sure where this test came from – the shape of your footprint will dictate the best type of shoe for you.

While it sounds simple enough, it's not entirely accurate. In this test you are standing still, on both feet, something which isn't going to happen when you are running.

Running is a dynamic movement and one in which all the body's weight hits the ground, on a single foot, with a far greater impact than standing still. The way in which your foot moves forward while in contact with the ground is dictated by the flexibility of the foot and not necessarily the shape.

So, in the wet foot test, the flat foot tells us we 'over pronate' (roll inwards) and therefore need a supportive shoe. But if this foot type is quite inflexible then that 'inward roll' may not be as much as someone with a very flexible foot and will therefore require a more neutral shoe.

With this in mind, how can you tell exactly how your foot moves or pronates?

The easiest method would be to get a friend to run behind you as you run and observe the way in which your foot lands and rolls forward, checking for any sideways motion. Alternatively, run on a treadmill and get someone to film you.

Essentially if the foot rolls inwards, a supportive or control shoe will reduce this roll. If the shoe is keeping to the outer, lateral edge of the foot, a more flexible or neutral shoe should help.

Perhaps the best way to choose your new shoes would be to visit a specialist running store, which offers a video analysis service. Here the staff will be able to film you



running in various shoe types and explain the difference and the effect each has on your running gait.

This gives you a great opportunity to look at yourself running and examine, as well as feel, the difference at first hand.

But remember, the shoe has to be comfortable. You are going to be spending many hours in your new shoes and no matter how good it looks on film the deciding factor has to be comfort.

After visiting your local running specialist they'll be able to build up a history of your running shoes and an understanding of your needs and tastes, hopefully being able to make recommendations to you in the future, having developed a relationship with you as a runner.

Of course, you should consider other factors when buying new shoes. Are your current shoes suitable? Do you have any injuries? What do you need from new shoes?

You should always remember that when changing from one shoe type to another, there will be an adaptation period to adjust to the dynamics of the new footwear. Break new shoes in over a period of weeks and give your body time to make adjustments.

#### Terminology The most commonly used terms associated with running and foot types.

**Pronation:** When the foot strikes the ground it rolls inwards, through the space created by the arch, to absorb the impact and shock. Depending on the flexibility of the foot (remember the foot has 26 bones and therefore has lots of room for flexibility) the foot will vary in the amount it rolls.

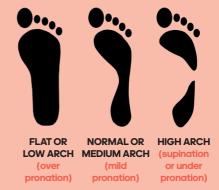
**Under pronation:** In a more rigid foot, as it hits the ground on the outer side of the heel, the foot stays on the outer edge as it rolls forward.

**Neutral:** The foot lands on the outside edge of the heel then rolls inwards until it is in a relatively straight line with the lower leg.

**Over pronation:** After landing on the outside edge of the heel, and due to the higher degree of flexibility in the foot, it rolls inwards.



Above, left: the foot rolls inwards, meaning more support is required to reduce this excessive roll. Middle: the runner's foot rolls to the outside edge of the foot, a more flexible shoe should help reduce this. Right: the foot looks 'straight' or in a neutral position, so the shoe is fine



## **Types of running shoes**

Manufacturers tend to classify their shoe ranges into various types. These categories are designed to compliment your foot type and running gait

#### **Neutral or Cushioned shoes**

Designed for runners with a neutral foot, these shoes provide cushioning, usually of a similar density through the shoe. The cushioning material used can vary, with new materials and technologies being introduced which provide better shock absorbing qualities or more energy return.



The single density of midsole provides cushioning throughout the whole shoe

The flexibility of the shoe should also be considered. A lightweight racing shoe, for example, will often be much more flexible than a range-topping, maximal cushioning shoe – although both are of a neutral construction.

Try the shoes, run in them and compare their feel for a suitable model.

#### Support or Control shoes

This category can be the most confusing, with manufacturers having several terms for the amount of 'support' or 'control' a shoe provides. These shoes are designed to reduce the amount the foot pronates or rolls inwards.

The support comes in the form of a firmer density of cushioning material on the medial (inside edge, under the arch of the foot) of the shoe. You can often recognise this support, as it's often a different colour or pattern to the main cushioning section of the shoe.

In some of the latest shoes a one-piece, injection-moulded, cushioning is used. Here you can identify a more supportive product by feeling the firmer medial side of the shoe.

The darker grey section of cushioning provides support lt's also

important to remember

that these shoes still have just as much

cushioning properties as neutral or cushioned shoes; it's just that they have the additional support as well.

Try several models from various brands to find a support shoe that best works for your individual style.

 Remember, overall comfort should be considered, as the most supportive shoe has to feel right for many miles of running.



### Trail shoes

The amount of grip (above and opposite) can vary depending on the surface you will run on

There are probably as many trail shoes to choose from as there are road models, with several manufacturers specialising in this area.

As a general rule of thumb with trail shoes, the more grip the shoe has, the less cushioning. After all, when running on the soft, muddy ground which necessitates deep studs, cushioning won't be an issue.



Consider the trails you most often run on, the distance you cover and the amount of cushioning required. If you tend to stay on gravel footpaths you may not require as much grip as your fell running friend.

Also consider the upper of the shoe. Do you want a waterproof, Gore-Tex upper to keep your feet dry, or perhaps need a thicker, more durable, upper to provide protection on rocky ground?

#### Racers

These shoes are designed primarily to be as light as possible. Often with just a slither of cushioning material between your foot and the road, they are stripped down to reduce weight. Consider the distance of race you most often compete at when choosing a shoe; you'll most likely want a little more cushioning in a marathon shoe than if your usual distance is 5k.



Support is often reduced in these shoes so, again, consider what's more important and don't sacrifice support for lightweight if it means you may risk injury. • Did you know, some of the most cushioned shoes are among the lightest? Weigh up all the options!

#### Minimalist

Usually these shoes have a lower, closer to the ground profile and a lower, often zero, heel drop. They aim to merely protect the foot without restricting or controlling its movement in any way.



The shoe sits low to the ground with little or no cushioning

#### Maximal

The newest trend in footwear, these shoes are instantly recognisable by their oversized midsole cushioning



The deep cushioning is instantly recognisable

units. Initially designed for ultra distance athletes, the shoes offer lots of cushioning without adding excessively to the their overall weight.

# C O N T R RUN SUPERNOVA ST





### Triathlon, trainers and me

With an ever-increasing collection of medals and titles between them, Alistair and Jonathan Brownlee are two of the world's finest triathletes

WITH running often playing a decisive part in triathlon, the Brownlee brothers make the discipline a focus of their training. They boast some impressive personal bests and performances on the track, road and cross-country.

We caught up with the siblings to find out what the future holds for them.

Alistair (right) and Jonathan Brownlee: the medal-winning brothers are now having to consider different demands for their training

Athletics Weekly: Alistair, after the Olympics you decided that you'd like to focus on longer distance events with an eventual move up to an Ironman and perhaps a marathon. How has training changed now with these events in mind? Alistair: My training has changed a little bit I'm doing longer and less quick running and spending more time on the time trial bike. The most significant change is that I am doing more longer runs straight off the bike with tired legs.

### AW: Is there a specific marathon you'd like to run?

Alistair: I'm definitely keen to do a marathon, though I'm not sure when. I want to see how I adapt to my change in triathlon training before making a decision, but obviously I'd love to run the London marathon.



The Brownlees are both big fans of the soles which feature Continental rubber and provide plenty of extra grip

The adidas Adios

PARITAIN

#### AW: Jonny, with Alistair focusing on longer events has training together changed at all – have you increased your training?

Jonathan: We don't run quite as much together as we have done in the past, but I'm just on my way back from injury so I haven't been training as I normally do, so it's not totally clear just now. If anything my own training has seen a slight decrease in volume and the plan is to really focus on the quality.



### AW: Jonny, how long will your focus remain at Olympic distance events?

Jonathan: Another Olympic cycle for sure, through to Tokyo in 2020. After that I'll consider a move up in distance, but it's still a few years away and you can't look too far forward in sport. I'll make a decision closer to the time.

AW: Do you remember your first running shoes? What do you look for in your training and competition shoes? Alistair: I can't really remember, but I do know that first time

I won a national title at triathlon I was wearing a pair of adidas shoes. Jonathan: I can't remember my first running shoes, but I do remember my first football boots! "Predators" - the ones with the rubber bits so you could bend it like Beckham.

For training now I look for comfort above anything else. I don't need much support, but I like the shoe to stand up to the training miles I put in, so good durability is important. Alistair: I agree, I also like the shoes with Conti soles (Continental rubber) these give good grip on tarmac, just like bike tyres.

AW: And your favourite shoes right now?

Alistair: The adidas Adios. Jonathan: The adidas Boston.

The adidas Boston

### **Pick of the bunch**



We look at some of the best models around in each of the shoe categories

#### **NEUTRAL CUSHIONED SHOES**

#### Adidas - Supernova £99.95 adidas.co.uk

Built to handle the demands of everyday training, this model provides responsive cushioning in a stable package that remains a consistently high performing shoe.

The deep Boost midsole ensures any impact forces are handled with ease, while the energy return it provides helps you along as you rack up the miles.

A 'Torsion' system between the heel and forefoot creates stability and guides the foot gently through its natural gait. A seamless upper construction uses knitted mesh panels and makes for a snug, breathable fit, with support provided by an external midfoot lacing system and heel counter.

• Unique heel counter design takes Achilles pressure away.

Boost cushioning for great energy return.

Continental rubber sole provides
 exceptional grip.

#### Mizuno – Wave Rider 20 £115.00 mizuno.co.uk

Perhaps the best thing about the 20th anniversary edition of this popular model is that it has remained largely unchanged. It is instantly recognisable and familiar in feel to fans of the shoe.

The Wave cushioning technology does a great job of absorbing impact in the rear of the shoe and, given that it spreads the width of the midsole, provides a very stable and smooth ride. At fewer than 300g, the shoe feels light and many testers liked the slightly firmer feel to the forefoot, which they said gave it a "fast and race-like feel."

The upper is well put together with a neat fit around the foot and durable construction.

Familiar feel
Stable ride
Responsive toe-off

#### MAXIMAL CUSHIONING

#### Hoka One One – Stinson 3 ATR £119.99

#### hokaoneone.eu

With the brand's now instantly recognisable oversized cushioning, this model sits in their 'max cushioning' category meaning you simply can't get more than this!

With 35mm deep cushioning under the heel and a 6mm drop the ride is plush yet stable, but remains incredibly light at just 300g. The 6mm drop makes the shoe relatively easy to get used to and this helps, along with the shoes 'rocker' technology to move the foot forward easily through the running gait. It's certainly an 'ultra' shoe, feeling perfect on slightly slower, lower cadence paced

> runs, just soaking up the miles. The ATR moniker means it's an 'all terrain model' and outsole is good for a variety of surfaces, be it roads or light trails.

> > Deepest cushioning available

- Amazingly light
- Great ultra-running option

#### TRAIL SHOES Inov-8 - Roclite 290 £105.00 inov-8.com

Specialising in off-road shoes, the latest model from Inov-8 is a shoe capable of tackling pretty much any terrain.

The outsole studs are approximately 6mm deep, so offer plenty of traction, even on soft ground. They are well spaced and the shoe offers plenty of flexibility, particularly in the forefoot, so they shed any mud they pick up very easily.

The midsole uses the brand's 'Powerflow' material, with a 4mm heel drop. This provides more than enough cushioning on the softer, off-road surfaces upon which the shoe will spend most of its time.

The upper is a lightweight mesh, with supportive straps incorporated into the upper that form the lace loops. These ensure a snug fit which wraps around the foot neatly. The fit is a little more generous than some shoes in the brand's range, allowing for a little more space in the forefoot for the feet to spread, something which athletes covering longer distances welcomed.

• Perfect for long days on the trail



#### Adidas - Kanadia 8 TR £64.95 adidas.co.uk

Firmly established as not only the best value trail shoe around but also the best performing, this model offers great traction at an affordable price.

The 'Traxion' outsole provides maximum grip in all directions and its contours wrap around the edge of the shoe to ensure a steady hold, wherever you place your foot.

'Cloudfoam' cushioning soaks up the impact and provides all-round comfort on a variety of surfaces.

The upper uses a combination of lightweight mesh for breathability and strong support overpays that both provide stability and durability.

It's a go-anywhere model that's hard wearing and, at this price, you don't mind getting dirty on the harshest of trails.

Great grip
Hard-wearing
Great value
If the second second

#### RACING SHOES

#### Adidas - Boston 6 £99.95 adidas.co.uk

While it's light enough for competition, this shoe offers great cushioning thanks to the Boost midsole, making it a great option for racing as well as faster- paced training.

Sitting a little lower to the ground, the shoe still offers a 10mm heel drop, so feels instantly familiar and the responsive Boost cushioning gives great feedback as you pick up the pace. The soft mesh upper is breathable and wraps around the foot quite neatly while the three-stripe overlay holds the foot in place and provides good midfoot support.

A Continental Rubber outsole provides good grip that's especially noticeable on wet tarmac, which provides a high level of traction.

Light and fastGreat,responsive feel

All-weather grip

#### SUPPORT / CONTROL SHOES

#### Asics - GT-2000 5 £115.00 asics.com

The brand's 'go-to' shoe for over-pronators, the 2000 series models have always been among the most popular shoes around. This model combines support with lightweight cushioning in the smoothest riding version of the shoe to date.

The construction of the midsole in this model means the medial post is both effective but unobtrusive. A top layer of cushioning sits atop the support and acts like a mattress topper, ensuring a smooth ride.

The upper has an externally fitted heel counter to provide support but a smooth fit inside the shoe, while the Asics logo is incorporated into the support midfoot straps that hold the foot securely in place.

- Consistently reliable trainer
- Good combination of cushioning and support
- Familiar fit



#### Saucony - Hurricane ISO 3 £135.00 saucony.com

For those wanting the most cushioned of rides but with some support, the Hurricane has always delivered. We loved the previous versions of the shoe and so far this update is more than living up to expectations.

At the price, you'll expect great performance and within a few miles you are aware of it. The Everun cushioning, both encased in the midsole as well as in a 'topsole' layer immediately beneath the foot, provides soft, responsive cushioning.

It's a smooth-riding shoe, so smooth in fact and with such effective support that overpronators are controlled with ease. The midsole seems to extend a little more in this model up around the upper. This provides a little more support and holds the foot nicely in place. The 'ISOfit' upper remains largely unchanged from previous versions and provides a secure but very plush feel around the foot.

- Durable cushioning, perfect for high mileage
- Energy return like responsiveness
- Support for moderate overpronators



### MINIMAL SHOES

#### Brooks - Pure Cadence £105.00

#### brooksrunning.com

Allowing a closer to the ground feel, this shoe is light and flexible with good cushioning that provides a more natural running experience. Cushioning isn't compromised despite the low-profile design and the running experience is one of a smooth, flowing ride. The 4mm heel drop places the foot closer to the ground and encourages a mid to forefoot running gait.

- Natural feel
- Full-length cushioning
- Wrap-around fit

### **Product reviews**



Boost your training with the footwear options which provide a perfect fit

#### Adidas - Pure Boost £94.95

#### adidas.co.uk

Utilising the brand's popular Boost cushioning technology, this shoe provides unrivalled cushioning in a versatile package that's suitable for a wide range of road runners, providing maximum energy return.

The minimalist sock-like upper uses a knitted construction with engineered zones that provide a fit that naturally adapts to the contours of the foot.

Pulling the shoes on is an instantly rewarding experience. Their natural stretch properties provide a great, close fit that, when combined with the lacing design, feels like a second skin

Pure Boost: adapts to the shape of your foot

> Aimed at neutral runners that like to experience a more

natural running experience, high levels of flexibility in the shoe allow for a great ground feel that's cushioned and responsive, but also provides a high level of energy return.

The outsole uses a one-piece, 'Stretchweb' design. This provides good coverage for durability, while allowing a high degree of flexibility and adaptation to the ground conditions.

The shoe's 10mm heel drop makes it easy to pull on and go and works well with the deep, plush, Boost cushioning. With 26mm of Boost in the heel and 16mm in the forefoot, the shoe is able to provide shock absorbency for heel and forefoot strikers alike.

- Boost cushioning for a responsive, high-energy ride
- Knitted upper for premium fit
- Flexible and subtle construction for unhindered progress

#### Adidas – Ultra Boost X £129.95 adidas.co.uk

This women's specific shoe offers exceptional cushioning, an energised ride and superb sock-like fit.

With high levels of Boost cushioning this shoe's ability to absorb shock is second to none. 29mm of the highly responsive Boost cushioning in the heel of the shoe ensure a soft yet smooth ride that provides excellent energy return.

For neutral runners seeking a shoe capable of handling mile after mile of high impact, it's a natural choice.

The shoe's unique upper construction uses an adaptive arch; this knitted upper design really does offer a sock-like fit that feels incredible!

Our tester said: "Although it looks a little unconventional at first, from the moment you put the shoe on, the fit is amazing!"

The design allows the shoe to adapt to the movement of the foot, always providing a secure and comfortable fit.

The soft, knitted construction is seamless and means you can go without socks if you wish, without compromise. Fitting close to the ankle, the upper wraps around the foot and is light and breathable for a second-skin experience.

The outsole uses the Stretchweb sole that compliments the natural responsive feel of the shoe. In this model it uses Continental rubber, which offers increased levels of traction, particularly on wet surfaces.

Primeknit upper for adaptive and supportive fit

 Ultra Boost - deep, plush and responsive cushioning
 Unique arch fitting design for unparalleled comfort

Ultra Boost: responsive cushioning



**RUN** SUPERNOVA ST

ENERGY AT ITS PEAK INCREASED BOOST PROVIDES MORE ENERGY RETURN WHERE NEEDED

#### ENHANCED FIT

ENGINEERED MESH FOR ULTIMATE FLEXIBILITY AND COMFORT ENERGY IN CONTROL DENSER BOOST IN CRITICAL

DENSER BOOST IN CRITICAL AREAS FOR ENERGISED STABILITY

