

# RUNNING SHOE BUYER'S GUIDE

IN ASSOCIATION WITH  
**ATHLETICS**  
WEEKLY



# adidas



# GREATER EVERY RUN



ULTRABOOST ALL TERRAIN



**W**HEN I started to run around 40 years ago, the selection of running shoes available was rather limited. The models on sale were also very much 'variations on a theme'.

Nowadays there is a dazzling array of brands and models available, each one suitable for a particular surface and type of running gait.

In this guide, I aim to explain the differences in various models and how to go about finding the best shoe for your feet and running style.

However, just as with running, reading about it will only get you so far. So, armed with the knowledge from within these pages, visit your local running specialist, try the shoes and see for yourself.



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# FINDING THE RIGHT SHOE FOR YOU

## Where to start?

Running is a dynamic movement and one in which all of 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 during its contact with the ground is dictated by the foot's flexibility and not necessarily its shape. This explains why the often quoted 'wet foot test' can be misleading.

## How can you tell exactly how your foot moves as you are running?

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

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

Of course, you should consider other factors when buying new shoes.

Are your current shoes suitable, do you have any injuries and 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 shoe. Break new shoes in over a

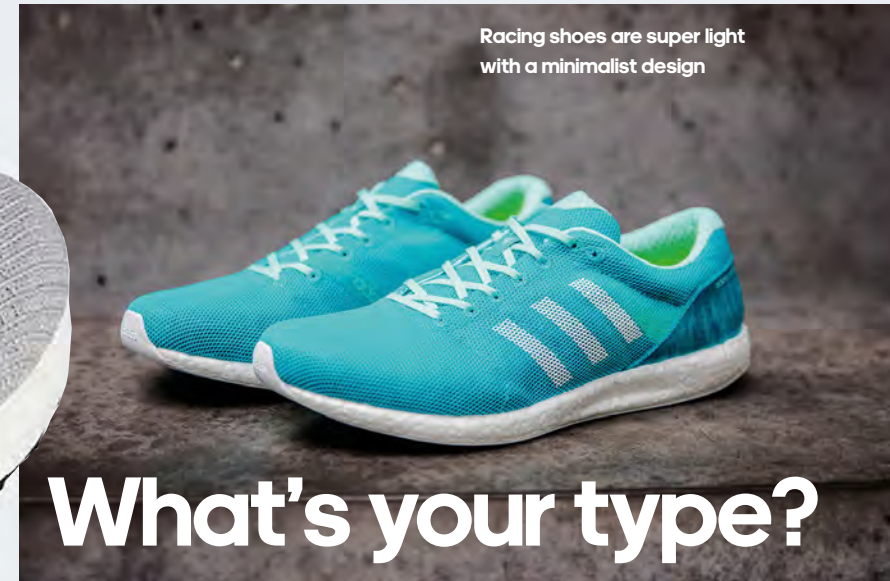
period of weeks and give your body time to make adjustments.

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.

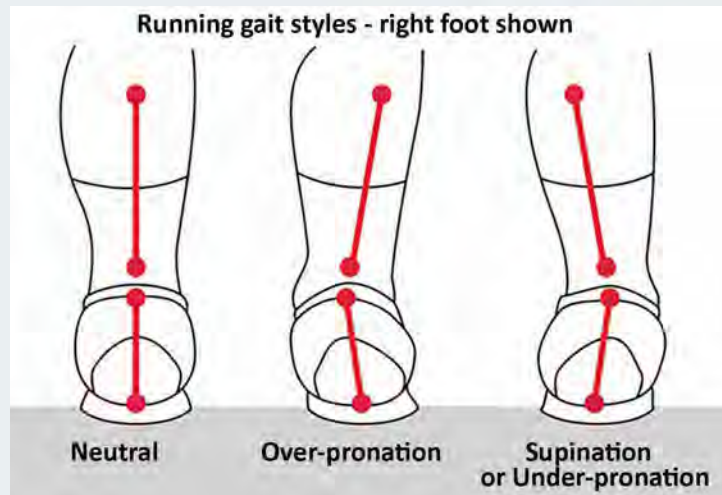


A neutral shoe usually has cushioning of a single density throughout



Racing shoes are super light with a minimalist design

## What's your type?



MANUFACTURERS classify shoes into various types, designed to complement your foot type and running gait.

### Neutral or cushioned shoes

Designed for runners with a neutral foot strike, these shoes provide cushioning, usually of a similar density throughout the width and length of the shoe.

The cushioning material used can vary, with new materials and technologies being introduced all the time that provide higher shock absorbing qualities or more energy return.

### Support or control shoes

This category can be confusing, with manufacturers having several terms for the amount of 'support' or 'control' a shoe provides.

The darker, highlighted section of the cushioning provides the support under the arch of the foot



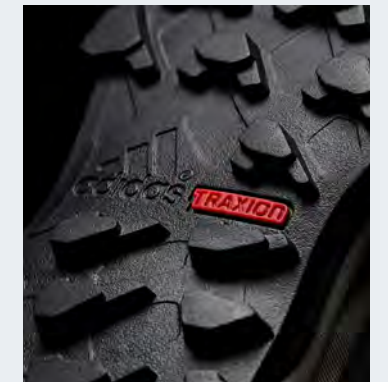
These shoes are designed to reduce the amount the foot pronates or rolls inwards.

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 identify a more supportive model by feeling the firmer medial side of the shoe.

### Racers

Primarily designed to be as light as possible. Often with just a little cushioning material between your foot and the road, the shoes 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



Trail shoes offer deeper studs for extra grip when running off-road

more cushioning in a marathon shoe than if your usual distance is 5k.

### Trail shoes

As a rule of thumb with trail shoes, the more grip the shoe has, the less cushioning. After all, when running on the soft, muddy ground that 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 need as much grip as your fell running friend.

## Terms to look out for:

### Pronation

When the foot strikes the ground it rolls inwards, through the space created by the arch, to absorb the impact and shock. The flexibility of the foot will dictate 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.

## adidas – Ultraboost All-Terrain

£169.99 [adidas.co.uk](https://www.adidas.co.uk)



THE latest addition to the Ultraboost family lets you make the most of the autumnal weather.

Updating the extremely popular Ultraboost shoe with design features to withstand the most unpredictable conditions, the latest model can take you anywhere whilst offering premium levels of comfort and protection.

A new splash resistant Primeknit upper adds warmth and comfort to the shoe, meaning that even the rain can't stop you enjoying your run.

The knitted, stretch construction provides high levels of comfort and gives a sock-like fit from the moment you pull the shoes on. The higher, bootie style gives the impression of a seamless junction between your foot and the shoe, as well as helping to keep loose debris at bay on the trails.

The gender specific upper sees a unique adaptive arch construction mould to the contours of the foot. In the ladies' model this provides additional support to the naturally lower volume of the midfoot for a consistent locked-down fit.

The Boost midsole in the shoe offers the same high levels of

cushioning and energy return athletes have become used to from the material, but it's here in a trail running model that its additional benefits become apparent.

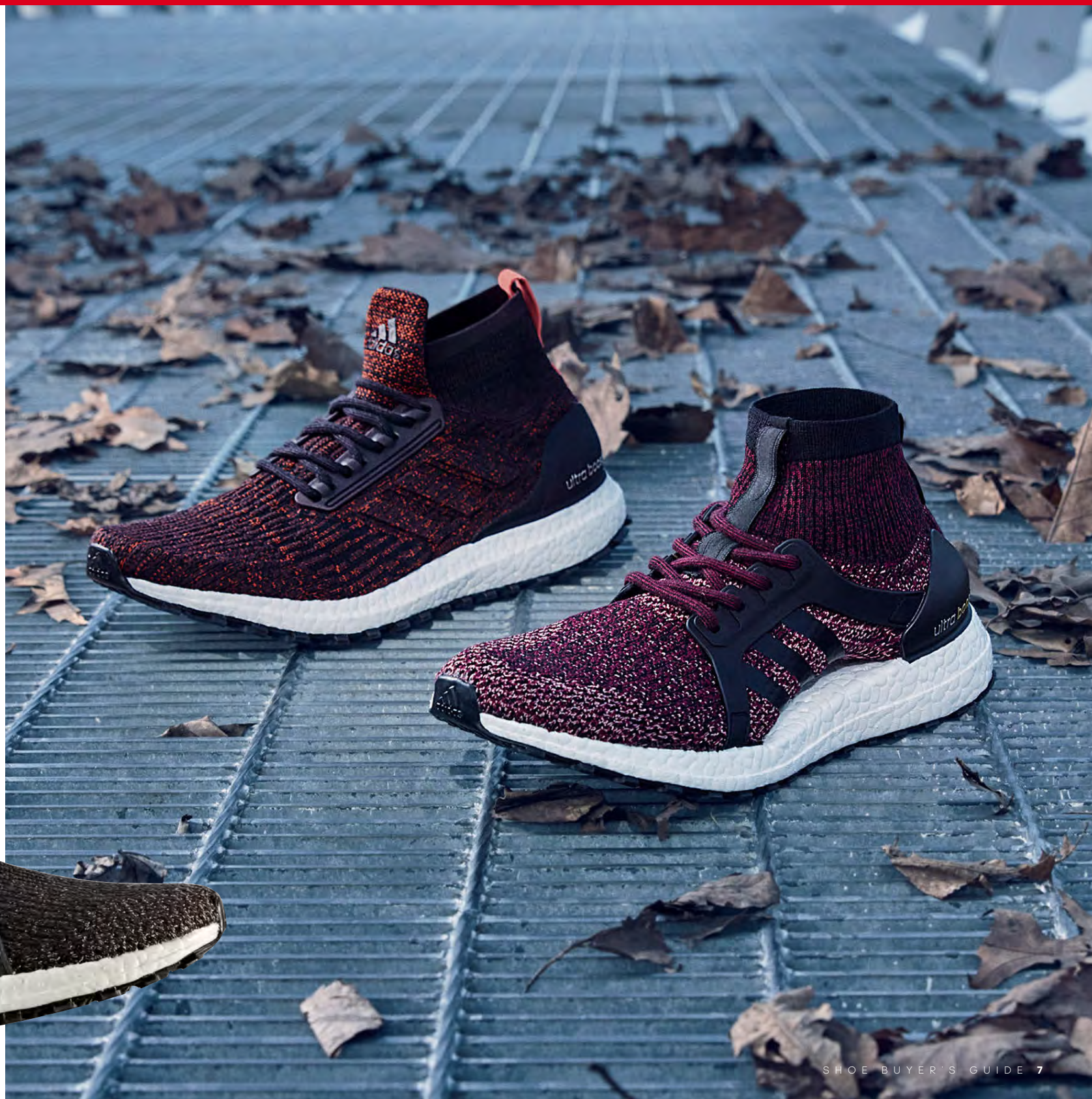
The unique Boost material is unaffected by variation in temperature and moisture levels, making it a perfect choice for seasonal running in a wide range of conditions.

The midsole stores and returns energy step after step to provide a responsive feel. The flexibility of the shoe is such that it's adaptive to the surface and provides a consistent and competent level of feel with every single stride.

Traction shouldn't be overlooked in a trail shoe and here a Continental rubber outsole provides class-leading levels of grip on any surface it encounters.

Regardless of the conditions, the shoe provides a reassuringly high level of grip to keep you moving forward. The lugged outsole pattern is consistent across the entire outsole, meaning

impact is distributed evenly and smoothly to provide traction on the roads just as well as it does on the trails.



# HIT THE TRAILS



## Hoka - Speedgoat 2 £114.99

[hokaoneone.eu](http://hokaoneone.eu)

AN update to the brand's first off-roader, the Speedgoat retains a similarly aggressive outsole for traction and makes improvements elsewhere in the shoe.

The deep cushioning loved by Hoka fans remains, but now it takes on a form closer to that of the other shoes within the range.

It could easily be passed off as being closer to the popular Clifton than the original Speedgoat and that's no bad thing as the shoe feels a little softer and accommodating.

Gone is the pointy toe box of the first generation model and now we have a more spacious, better

fitting, upper that many customers have been asking for. The upper uses plusher fabrics and has a slightly softer feel to its make-up but, with rubberised overlays, the durability remains and makes a good compromise between comfort and protection.

A Vibram outsole provides the traction and even with the deep, rather aggressive, lugs the shoe feels comfortable on all but the very firmest of trails.

With an ultra-running background the Speedgoat certainly has a feel of providing day-long comfort and with the new upper and cushioning it should be able to accompany you everywhere you venture.

- Deep cushioning but lightweight
- Long distance grip and protection
- Vibram, multi-surface traction



## Saucony - Koa ST 2 £120

[saucony.com](http://saucony.com)

WITH deep 8mm studs, grip is exceptional in this shoe. Cushioning and comfort are often compromised with such traction, but that's not the case here. With 22mm of cushioning in the rearfoot, dropping to 18mm under the forefoot, the shoe feels soft and plush. The Everun topsole construction (a layer of soft yet responsive cushioning that sits under the shoe's insole) helps to give it that plush feel and although the lugs are deep, they aren't too stiff, so have a little 'give' on firmer ground.

With a heel drop and midsole cushioning that's similar to other shoes in the brand's range, they quickly feel familiar and responsive, the sole's studs acting like teeth, biting into the ground with a reassuring feel.

The upper has a seamless construction with an inner stretch fabric section that holds the foot securely. Whilst not waterproof, we found the shoe held up pretty well to splashing through puddles and mud, thanks to the rubberised outer part of the upper that provides a durable layer of protection. A drawstring system holds the shoe in place and its particularly welcome in very muddy conditions, allowing easy and quick adjustment.

- Deep lugs for great grip
- High performance cushioning
- Close-fitting and protective upper



## adidas - Kanadia 7 Trail GTX £79.95

[adidas.co.uk](http://adidas.co.uk)

FOR many athletes, the first specific trail shoe they ever used was the Kanadia. It has been around for over 15 years and its popularity grew thanks to great grip and a very competitive price.

This version sees the addition of a Gore-Tex upper, whilst the shoe is still well below the £100 price point. The Gore-Tex is a revelation at this price and instantly elevates the shoe's appeal thanks to the waterproof and breathable upper

construction. You can now venture across any terrain with the added confidence of keeping your feet dry and warm. With this widening your choice of possible running routes, the Traxion outsole delivers optimal grip and traction to keep you on track.

The lightweight midsole is low profile, so offers a stable footing and works well with the rugged outsole.

As well as the Gore-Tex lining to the upper, it uses a lightweight mesh construction with stronger reinforcements around the lacing and rearfoot. This provides support as well as making the shoe durable and able to tackle the terrain you are bound to test it on.

- Waterproof Gore-Tex upper
- Go-anywhere grip
- Exceptional value for money



## Scott - Kinbalu Supertrac £110

[scott-sports.com](http://scott-sports.com)

DESPITE the deep cushioning in this model (29mm in the heel, 21mm in the forefoot) it manages to retain a feel of being low profile. This is probably due to the unique gentle rocker shape to the shoe, which rolls the foot forward through the running gait.

The outsole uses deep but soft lugs that offer great traction without being too harsh. Even on stretches of road, the outsole feels accommodating enough to allow you to concentrate on running rather than searching for a softer surface. When you do get off-road the shoe comes into its own, locking onto soft and loose surfaces and giving you endless confidence.

A soft and lightweight mesh upper is highly breathable and, with its all-round grip and road-shoe like cushioning, the Kinbalu is perfect for multi-surface adventures this winter.

- Deep grip with multi-surface comfort
- Road shoe-like cushioning
- Long distance comfort and traction



# GOOD SUPPORT

## adidas - Ultra Boost ST £149.95 [adidas.co.uk](https://www.adidas.co.uk)

THE Boost midsole cushioning material has been the sensation of the running industry for the last few years, with athletes enjoying the smooth and highly responsive nature of the innovation since its launch.

Now those requiring support can benefit from the same qualities but with the control they require

coming from a dual density boost midsole. The energised cushioning gives an added dimension to a control shoe to make this model smooth and stable yet able to control overpronation effectively.

The initial contact with the ground is soft and highly shock absorbing while the support quickly becomes effective to take control of any inward roll. From then on it's a smooth ride through to the toe-off, which takes place with the familiar zip of the Boost midsole.

For the smoothest riding support shoe around, this model is light, fast and responsive.

- Boost cushioning combined with support
- Knitted upper for a great fit
- Responsive feel, ready to push the pace



## Saucony - Omni 16 £120 [saucony.com](https://www.saucony.com)

FOR those needing a little more control for over-pronation, the Omni offers it in a smooth riding model that still offers enough cushioning for the high mileage athlete.

The support comes from a medial post as well as a redesigned outsole that, thanks to its shape, manages to guide the foot forward whilst retaining it in a stable manner without losing any of its flexibility.

The brand's Everun cushioning material offers a durable yet responsive ride and with its additional layer of the hi-tech cushioning sitting directly beneath the shoes insole, it creates a soft, plush ride that's unexpected in such supportive shoe.

The upper has a simple yet supportive design that wraps



the foot neatly and seamlessly. It's a great option for those seeking support without the weight or firmness often found in a control shoe.

- High-level support with responsive cushioning
- Durable high mileage option
- Responsive enough for faster runs

## Asics - Gel Kayano 24 £150 [asics.com](https://www.asics.com)

A LONG-TIME favourite with many runners, the Kayano offers a blend of cushioning and support that's great for everyday training.

The use of the brand's latest Flytefoam cushioning sees the weight reduced, making the shoe easy to pull on and go. Gel still plays a major part in adding to the cushioning properties of the Kayano and it features both in the heel and forefoot to increase the shock absorption and overall durability of the shoe.

Improvements to the upper of this version of the see a slightly lower heel collar and a new lining that's both seamless and plush for a

neat fit around the rear of the foot. The external heel counter again improves the heel fit and, with cut-away sections, there's no chance of rubbing or irritation.

The medial support is integrated neatly into the midsole and the layered design ensures it provides great support for over-pronators without being at all intrusive. It's a luxurious fit and feel and should make all the winter miles comfortable and enjoyable.

- Good combination of cushioning and support
- Light without sacrificing control
- Plush construction for a great fit



## On - Cloudflyer £130 [on-running.com](https://www.on-running.com)

THE unique look of these shoes certainly makes them stand out from the crowd and, if you're looking for something a little different that still provides good cushioning and support, they may fit the bill.

The Cloudflyer is not the most controlling shoe around, so severe over-pronators would be better suited elsewhere, but for those requiring a stable, mildly supportive shoe they'd be a good option.

Cushioning comes from the 'clouds' that make up the length of the midsole, each differing slightly in shape and size to offer varying degrees of cushioning and control. As the foot strikes the ground and rolls forward, each cloud works independently to offer a smooth riding sensation that soaks up the miles.

Flexibility is excellent throughout this model thanks to the nature of the design and the shoe remains as responsive

as a road racer, making running at any pace enjoyable.

The upper design is neat, with an accurate fit that you'd expect from a Swiss-designed shoe. Attention to detail is obvious throughout the shoe, too. It's well constructed and fits beautifully.

- Smooth yet stable ride
- Neat, accurate fit
- Well designed



## STAY NEUTRAL

Brooks - Levitate **£140**

brooksrunning.com

IN THE quest for shoes with responsive and 'spring-like' qualities to their midsoles, Brooks have joined the party with the Levitate.

As their marketing says, this model offers 'infinite energy.' Whilst that's a rather bold claim, the shoe does indeed feel very 'springy' and as such offers a highly cushioned, plush running experience.

The polyurethane that makes up most of the midsole cushioning has been encapsulated within a thermoplastic 'skin'; this essentially aims to contain the energy and spring the midsole back into shape, thus giving it its responsive feel.

The shoe isn't as light as many of its competitors but as a high mileage, everyday trainer it has a satisfying feel to its construction.

Like many shoes these days we see a knitted upper. Here it's very accommodating, managing to provide a snug fit to all our testers regardless of their foot width.

As a high-mileage trainer, this shoe would be a great choice for the long winter miles this season.

- Plush, responsive feel
- Durable cushioning
- Well-made upper



## Reebok - Harmony

Road **£89.95**

reebok.co.uk

BY comparison to many of the shoes available nowadays, this model remains relatively low-tech, but nevertheless it manages to deliver everything one may need.

The triple density midsole provides a smooth, neutral ride that soaks up the impact yet remains light and flexible. The outsole combines with deep flex-grooves that provide a customised fit which adapts to the foot's shape as it rolls through its gait cycle. This gives the shoe a natural feel and a responsive nature.

The open construction of the upper gives the shoe a broad and accommodating fit, with room to naturally find a good footing, something that testers with wider feet appreciated.

As a no-nonsense shoe, at a good value price point, the Harmony does what it should without any fuss and with a practical and functional style that those familiar with the brand from a few years ago will welcome.

- No-nonsense neutral cushioned trainer
- Broader fit
- Great value



## adidas - Energy Boost

**£129.99**

adidas.co.uk

BENEFITING from the Boost midsole cushioning, this shoe combines the soft, responsive material with a layer of traditional CM-EVA for a more stable, yet still neutral, ride.

While the Boost midsole alone undoubtedly offers exceptional shock absorbing qualities, some athletes prefer a slightly firmer ride and here we have the best of both worlds.

The shoe's upper has a four-way, engineered

stretch mesh that wraps the foot with a supportive and adaptive, sock-like seamless fit.

Midfoot support comes from the brand's three-stripes, which integrate into the upper and lock the foot in place as well as joining with the heel counter.

This moulded heel counter gives a very natural fit around the rear of the foot and allows for optimal movement of the Achilles without any pressure or irritation.

The 10mm heel drop from the 32mm rearfoot means cushioning is maxed out to make this a shoe capable of eating up the miles week after week.

- Stable, neutral high mileage shoe
- Boost cushioning
- Engineered fit



## New Balance - Fresh Foam

1080v7 **£115**

newbalance.co.uk

WITH deep, plush cushioning this shoe provides a stable ride with a smooth feel from impact to toe-off. The 8mm heel drop gives a natural and easy-going feel to the shoe, while with the forefoot flex grooves make for a sensation that leaves you free to concentrate on the road.

The soft mesh upper has very few overlays and this gives it a broader feel, particularly in the toe box area, which easily accommodates the wider foot.

The upper's lining is a little thicker and plusher than many shoes and this adds to the comfort from the moment you first slip your feet into the shoes.

It's a well-cushioned shoe and has the appearance of a more maximal cushioned model. There's certainly more than enough cushioning for even the highest mileage athlete, yet the shoe remains light, flexible and ready to go from day one.

- Deep, plush cushioning
- Broader, accommodating toe box
- Plush upper



## SPEED DEMONS



## adidas - adios Boost £119.99

adidas.co.uk

THE choice of the world's best marathon runners, this shoe could help you to a personal best in your next race, be it a parkrun or marathon.

Using their Boost midsole cushioning in conjunction with a full-length, low-profile layer of CM-EVA, the brand have managed to combine the soft cushioning and energy return properties into a lightweight shoe that provides a responsive toe-off, perfect for racing.

The Torsion system in the midfoot of the shoe creates a little stability and the stretch-web outsole in the forefoot gives a toe-off that complements the naturally 'springy' properties of the Boost material.

A traditionally styled upper retains the look of a classic road-racing shoe and the lightweight, breathable fabric and mesh provides enough support.

Continental rubber on the outsole improves grip and reduces any slippage, saving vital seconds.

- 226g (size UK 8.5)
- Low-profile BOOST cushioning
- Built for speed



## Reebok - Floatride Racer

£TBC reebok.co.uk

WHILST this shoe isn't due for general sale until early 2018, we were lucky enough to be able to try it and have since spotted one or two pairs on the roads.

It manages to hit the magic, light weight of just 100g, something that's only been seen a couple of times in the history of road racing shoes.

Remarkably, despite its weight it manages to feel surprisingly cushioned. This is thanks to its midsole, a polyurethane blend that has great cushioning and feels responsive, a little like the adidas Boost material.

The shoe's outsole uses a thin plastic film-like layer with

small rubber pieces attached. This creates good traction but also adds to the responsive 'snap' of the shoe on toe-off.

The upper is a simple mesh design to keep the weight down, but it has a nice fit and gives the shoe a feel of a track spike. It's certainly one for the faster, more efficient athletes around and a shoe that's sure to quickly gain a loyal following.

- Just 100g!
- Track spike feel
- Cushioning beyond its minimal weight



## Mizuno - Wave Shadow £115

mizuno.eu

THE brand's familiar Wave plate is used in this performance shoe but, as well as adding excellent shock absorbing properties, we found it gives added stability and makes this a nice choice for the runner seeking a little control in a lightweight package.

With an 8mm heel drop the shoe feels familiar enough to go straight from the box and, with it providing the feel of a more performance focused shoe, you have no hesitation in wanting to pick up the pace.

The upper has a seamless toe box design using a soft, open mesh. This adds plenty of breathability as well as a fit that allows a natural placement for the forefoot.

It's a shoe that is easy to get along with and one that's happy at any pace.

- Light yet stable
- 250g
- Smooth-riding performance



## Brooks - Hyperion £90

brooksrunning.com

WITH the fit of a track spike, wrapping around the foot closely with a seamless, sock-like upper, these shoes immediately feel fast. At just over 180g, they are light and feel even more

so when on your feet.

However, with a 10mm heel drop

they have an added comfort to them that is sometimes lost in more minimal racing shoes.

The cushioning feels like it's sufficient to take the impact as you run but without unnecessary weight. The deep grooves in the forefoot provide excellent flexibility and a nice, smooth toe-off.

The weight and feel of the shoe was again reminiscent of a track spike to many of our testers and, as such, gave them a desire to push that pace at any opportunity.

- 181g
- Seamless upper
- Slim, wrap-around fit







GREATER EVERY RUN



ULTRABOOST X ALL TERRAIN

# THE SHAPE OF THINGS TO COME

adidas SPEEDFACTORY provides a glimpse of the future

**L**ONDON recently had the opportunity to take a look into the future of running shoe design and manufacturing, when the adidas SPEEDFACTORY came to town.

The changes and developments that are taking place in manufacturing will allow future footwear to be highly customised, taking the shape and size of the customer's feet, as well as their cushioning and support needs, into account.

To demonstrate the capabilities, the AM4LDN (adidas Made for London) shoe gave a glimpse as to what we can expect. London was the first stop on a global tour for the system, which can use a series of measurements and biometric data to develop the footwear. Athletes in the city also had input into the design process to create a shoe tailored to the local consumer.

A faster and more efficient manufacturing process will mean that,



in future, a pair of fully customised shoes can be made in a matter of days rather than weeks.

Measurement of foot sizes and shape can allow for a highly personalised fit from the knitted

uppers, as well as taking gait analysis into account to select cushioning and support that's most effective for each athlete.

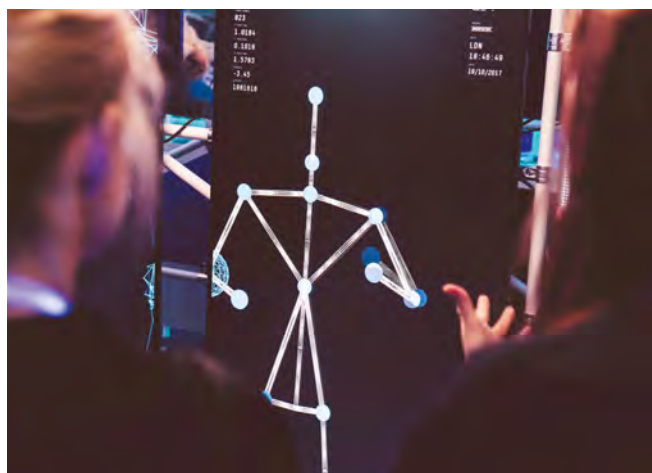
Different outsoles can then be added for shoes suitable for a variety of surfaces. This data is then stored so shoes can be produced as and when required and any future developments can be integrated into the design and manufacturing process. The possibilities are endless.

The SPEEDFACTORY in Ansbach, Germany, is now fully operational and will soon be joined by a second facility in Atlanta, USA. The production of AM4 footwear for all markets will be supported by both locations, but each facility's main focus will be localised production.

The SPEEDFACTORY tour moves on to Paris, Los Angeles, New York, Tokyo and Shanghai in the coming weeks to give a global audience a taste of things to come.



The adidas SPEEDFACTORY visit to London showed the extent to which it will be possible to tailor running shoes of the future to the individual needs of the customer



# CITY RUN

## New 10k events heading for London

**K**ICKING off a series of events planned for the City of London in the coming months, the adidas Shoreditch City Run in October saw over 5000 runners take to the streets.

The series of events aims to provide thousands of runners the opportunity to explore the city in a safe environment with totally closed roads.

The launch event welcomed runners of all abilities, from those taking part in their first 10k to more established athletes looking to set personal best times.

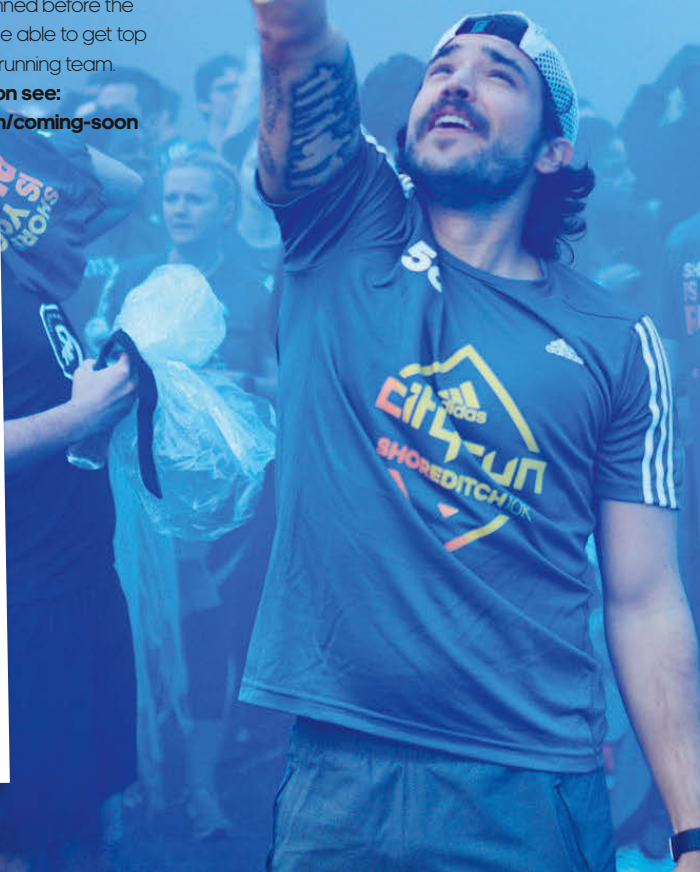
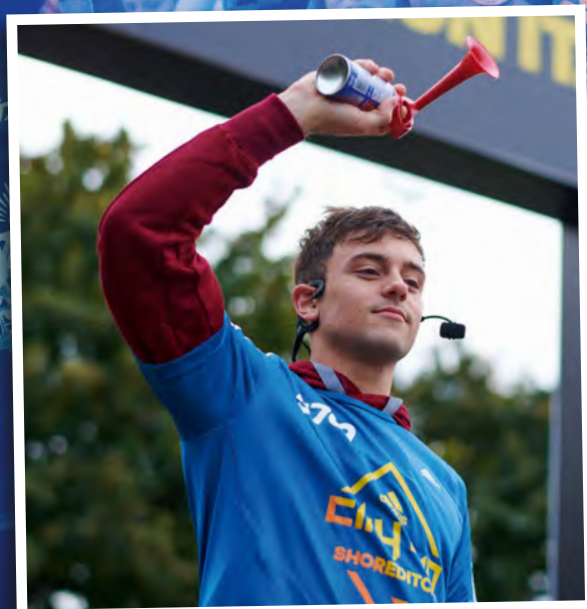
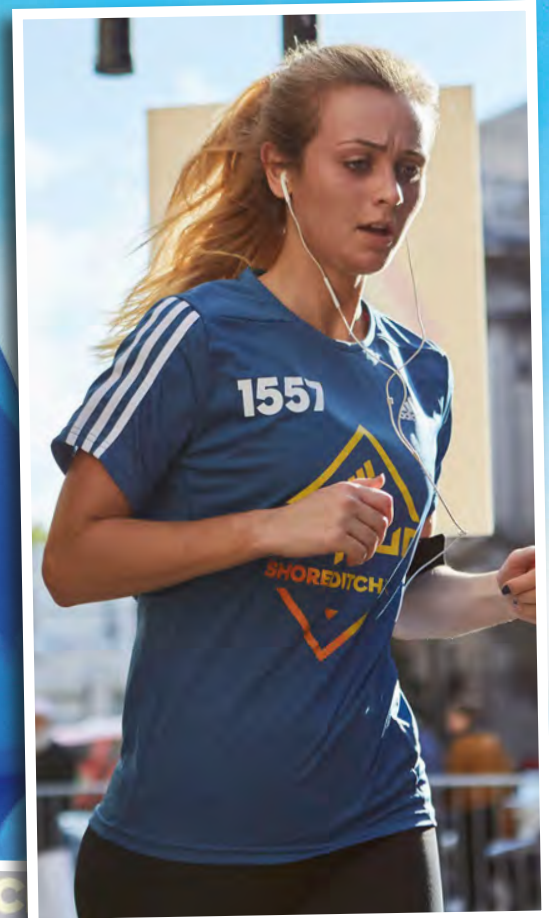
Olympic diving hero and adidas athlete Tom Daley set the masses on their way from Shoreditch Park. The route took in iconic landmarks along the way such as Hoxton Street market and the hip Hoxton Square, with thousands more people taking to the streets to cheer on family and friends towards the finish line.

The event had a great party atmosphere which featured live DJ sets at the event village, where a range of other activities gave proceedings a real east London festival feel.

There will be four City Runs planned for 2018, each with closed roads and a great atmosphere guaranteed, giving you a unique opportunity to explore the city as you run. The events also support Great Ormond Street Hospital so you can be confident of helping others as you take to the roads.

All those taking part will receive a technical event t-shirt, as well as a great finisher's medal and free event photographs. There will also be bespoke training sessions planned before the events, where you'll be able to get top tips from the adidas running team.

**For more information see:**  
[adidascityruns.com/coming-soon](http://adidascityruns.com/coming-soon)



# PART TWO

**Lynsey Sharp tells Jessica Whittington about why she hopes big changes will bring success in the 'second half' of her career**

**S**HE might not yet know how the story is going to unfold, but Lynsey Sharp can't wait to continue writing the second chapter of her career.

According to the Scottish 800m star and two-time Olympian, everything up to 2016 marked the first instalment, while the sequel got under way this year.

Sharp admits 2017 didn't go completely to plan but, taking everything into consideration, the 27-year-old says making her first IAAF World Championships final in London was "a huge success personally".

Now comes the task of building on that and her other major achievements - which include the 2012 European title plus Commonwealth and European silver medals in 2014 - as she heads into 2018.

It's a time of change for Sharp. She is finalising arrangements to leave her UK base behind and move out to California to be closer to her coach, Terrence Mahon, while it's her first winter as an adidas athlete after signing with the sportswear giant this summer.

"I was excited for something different - I really liked what adidas were about," she explains. "I got on really well with everyone and got on really well with the clothes and shoes as well. It's exciting to start a new chapter."

The hard graft has already begun as she works towards her next major target - the Commonwealth Games. While she wants to add to her medal haul in Gold Coast in April and also in Berlin at August's European Championships, Sharp knows it's important not to lose sight of enjoying herself along the way.



MARK SHEARMAN

**“I think this year will be really enjoyable, I'm really excited. If you're happy and enjoying it then you're going to perform well**

"I kind of see it as like two halves - up to 2016 was the first half of my career and this is the second half," she says. "It's difficult to do the same thing for 10 or 12 years so that's why I was looking at what I could do differently and moving somewhere different."

"I think 2016 and 2017 were hard back-to-back with the Olympics and then a home world championships so I think this year will be really enjoyable, maybe a bit less pressure. I'm really excited."

"Ultimately, if you're happy and you're enjoying it, then you're going to perform well."

Reflecting on this year, which

included that eighth-place finish in the world final to add to her sixth-place spot at her second Olympics in Rio, Sharp describes it as "pretty challenging".

"I had a few ups and downs," she says. "We tried things a bit differently - I went to Flagstaff (at the beginning of the year) and I was there for quite a long time. I found it quite hard to do speed work and I had some breathing issues coming down from there. It took me quite a long time, not so much physically, but mentally, to get to where I wanted and needed to be."

"I know that I can and could have done better," she adds, looking back

Lynsey Sharp is gearing up for the Commonwealth Games following the World Championships in London (left)

on the world final. "But, given the circumstances, it was good."

Importantly, there are no regrets around doing things the way she did.

"You never know how you're going to react to different things unless you try them," says Sharp. "You're not going to improve if you keep doing the same things all the time. So, it was important to take those steps. They were risks but in some ways it worked great. I got really fit in Font Romeu this time last year so it's not that altitude doesn't work for me, it's just using it differently."

Now the next step is her move to the US with her boyfriend and fellow Scottish athlete Andrew Butchart as they capitalise on the opportunity to spend more time with coach Mahon.

"His knowledge is second to none," says Sharp of the former UK Athletics lead endurance coach, who leaves his position as head coach of the Boston Athletic Association's high performance team at the end of the year.

"He is so knowledgeable in terms of the sport and training and also the mental side of competing and nutrition – every single aspect of it. I'm really lucky to have someone like that.

"I'm looking forward to seeing what we can do slightly differently this year, as I'll be spending a bit more time with him this season to get things right for Commonwealths and Europeans."

With those two events her focus, Sharp has made the tough decision to miss March's IAAF World Indoor Championships in Birmingham but is relishing the chance to form part of a strong Scottish squad for the Gold Coast Games the following month.

"I'm excited to go to Australia," she says. "To see how the Scots have improved from Glasgow to now is unbelievable. I'm looking forward to doing well individually but also as a team."

A medal in Australia, together with further success in Germany in August ("I'm hoping to be European champion again"), would be a fine way to continue part two of her career.

GARY MITCHELL



Lynsey Sharp is hoping her move to California will pay dividends

## Lynsey Sharp's shoe cupboard

We find out the go-to footwear for a two-time Olympian

### Training



adizero Boston (£109.95 [adidas.co.uk](https://adidas.co.uk))

"For steady runs and longer stuff I'll wear the adizero Boston."



adizero Adios (£119.99 [adidas.co.uk](https://adidas.co.uk))

"I could wear the adizero Adios for everything but I try and switch it up a little bit."

### Racing



adizero Avanti spikes (£89.95 [adidas.co.uk](https://adidas.co.uk))

### Top footwear tips

"Wear your shoes in gradually. Don't just go straight in at the deep end wearing a new shoe – it's amazing how sensitive your body is to change.

"Change your shoes regularly if you're running a lot. It's surprising how quickly shoes in general can wear down from all the miles that you do."

## A FOOTWEAR

## EVOLUTION



PAUL FREARY

## Paul Freary takes a look at how the single most important piece of athletic kit has developed over the decades

### Spikes

Since adidas was first formed in 1949 its business was to manufacture sports shoes and, by the summer Olympics of 1952 in Helsinki, its now familiar three-stripe logo was introduced.

In every Olympic Games since, the brand, and in particular its track and field spikes, have become one of the most recognised pieces of equipment.

We managed to gather shoes from the 1950s, '60s, '70s, '80s, '90s and 2000s to take a look at how they've changed and developed over the years.

### The 1950s

Early shoes had fixed spikes, held firmly in place in a thick leather and rubber sole. The sole was stitched to the shoe.

Athletes would talk about sharpening spikes once they had become a little blunt, in order to regain traction on the cinder tracks of the time.

The upper of the shoes is surprisingly supple. Soft leather has been used and the shoes show a high level of craftsmanship in the detail of the stitching and shape.

### The 1960s

In the '60s the shoes had become much lighter and, at first glance, look like sprint spikes of the modern era.

These shoes again use a soft leather in the upper. It's thin and light and, in this example, shows signs of how it has gently stretched around the foot after use.

The spike plate is a one-piece plastic construction with removable spikes. A thin rubber sole covers the rear of the shoe, but there's no extra cushioning to be seen.

They are clearly very much aimed at an efficient forefoot strike that maximises the effect of the spikes on the track.

### 1970s

These sprint spikes from the early '70s demonstrate how manufacturing processes were developing, as well as how the use of newer materials was being introduced.

The leather upper has a simple design, making it easier to produce. The spike plate retains the now familiar

style with a thinner, lighter construction to that of the '60s.

### 1980s

This field event shoe incorporated an EVA midsole cushioning wedge that previously had been very primitive, if existent at all.

The upper again uses a leather, suede design to create a beautifully fitting shoe. Manufacturing processes now allowed leather to be cut, stretched and stitched to form more complex shaping around the foot.

### 1990s

The brand launches the 'adistar' range of spikes. Available now in event-specific models, this example is the adistar distance featuring a wedge of cushioning in the heel of the shoe to reduce impact a little for distance athletes.

These were also available in sprint and 'MD' (middle distance) designs.

Advances in these shoes focused around the spikes and the spike plate. The removable spikes were often referred to as 'Christmas trees' by



DAN VERNON

athletes due to their jagged pointed design.

Red and blue plastic cleats fitted around the spikes to give extra traction and the spikes came with a large selection of spikes and cleats to allow the athlete to personalise their spikes to suit their preferences.

**2000s**

Into the new century and shoes became lighter and lighter. Here the spikes retain their midsole cushioning and aggressive spike plates, but the overall weight has been significantly

reduced and one piece, moulded spike plate designs provide traction without the fuss. Breathable mesh uppers keep the feet cool and weight to a minimum.

**Today**

The latest spikes from adidas take on board almost 70 years of design and development experience.

Without doubt the biggest development in this time has been that of cushioning materials and in recent years the emergence of Boost cushioning as one of the most

effective materials around in terms of its ability to absorb impact and return energy.

The spikes of today feature a low profile, full-length midsole to offer protection to athletes from the hard, fast tracks often seen at major championships, as well as giving an ultra responsive toe-off.

Spike plates use moulded plastics to create lightweight, flexible designs specific to the demands of individual events. Uppers are knitted, one-piece constructions that offer a skin-like fit around the athlete's foot.



**Racing shoes**

Road racing and competition shoes have always played a special part in the range of models from footwear manufacturers.

Being exposed to television audiences and seen on the feet of world-class athletes in magazines and across the media, the shoes are the showcases of a brand.

The recent race to break the two-hour mark for the marathon has proved an example of how important shoes play, with brands making specific models for such record attempts.

But the super-light and high performance shoes to today have been around for quite a while, as you can see above.

This model was called the adidas marathon and dates from around 1975. The upper has a one-piece leather construction that's been pre-shaped to



provide a particularly close fit around the foot.

The low-profile midsole uses a single density EVA construction of a firmer density to give a responsive feel on the roads.

One very revealing and interesting feature of this road-racing shoe can be

seen inside. There's no full-length insole to be found here, just a lining to the front half of the shoe.

Presumably the thinking here is that as the faster, more efficient athlete will be a forefoot runner, there's no need for a full-length insole, so weight can be minimised even further!



**adidas - adizero Sub2**

The shoe that adidas hopes will break the two-hour barrier for the marathon is the adizero Sub2.

With a strong history in marathon success including the brand owning five world records, the adizero is the latest in its cutting edge innovation, research and development.

The shoe features a Boost midsole, which independent research has shown can provide a one per cent improvement in running economy.

The overall weight reduction of 100grams makes this the brand's lightest road racing shoe to date and delivers an additional one per-cent

improvement in running economy.

Continental rubber is used in the outsole, providing more grip and therefore less slip meaning athletes run only as far as the need to.

These key innovations are hoped to be the added factors that could make the difference in future world record attempts.

# HIGH FIVE

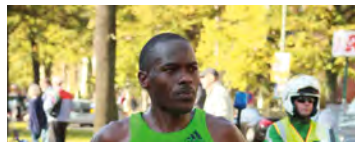
PICTURES: VICTAH SALLER

How adidas athletes have progressed the marathon world record in recent years

**2:02:57** Dennis Kimetto  
September 28, 2014



**2:03:59** Haile Gebrselassie  
September 28, 2008



**2:03:23** Wilson Kipsang  
September 29, 2013



**2:04:26** Haile Gebrselassie  
September 30, 2007



**2:03:38** Patrick Makau  
September 25, 2011



# GREATER EVERY RUN



ULTRABOOST ALL TERRAIN



A woman in a red jacket and black leggings runs in the foreground, with two other runners in the background on a wet city street at night. The scene is lit with blue and purple tones, and water splashes are visible on the pavement.

**G R E A T E R**  
**E V E R Y**  
**R U N**

The Adidas logo, consisting of three slanted parallel bars above the word "adidas" in a lowercase, sans-serif font.

**adidas**

ULTRABOOST X ALL TERRAIN