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Xero Shoes Launches “Natural Movement” Shoe for Women

(Broomfield, CO) February 8, 2017 – Following on the heels of their first closed-toe shoe for men, the Hana, Xero Shoes has just introduced a women’s casual canvas shoe, the Lena.

CEO, Steven Sashen, says, “Your feet are supposed to bend, move, flex, and feel the world. Lena lets you do that with casual style.” And since it’s their first shoe designed specifically for women, the company named it after it’s co-founder and owner, Sashen’s wife, Lena Phoenix.

The Lena features Xero’s “Design by Nature” philosophy: Natural Fit wide toe boxes let your toes spread and relax; Natural Motion construction allows free movement; Natural Feel soles give you the feedback your brain and body need for optimal function. “Plus,” adds Sashen, “we use a ‘Xero-Drop’ sole – non-elevated for proper posture, low to the ground for balance and agility, and backed by our 5,000 mile sole warranty.”

The Lena also features design elements reminiscent of their sandals. An adjustable strap holds the heel in place.

The Lena comes in at 6 ounces for a size 7, and is flexible enough to roll into a ball and fit in your pack or pocket for travel. Even though it’s a casual shoe, the sole is durable enough for road and trail running.

The Lena is available in 3 color ways and can be found on the company’s website – www.XeroShoes.com -- as well as retailers around the world, findable on the site’s store locator page. MSRP is \$89.99.

ABOUT:

Feel The World, Inc. of Broomfield, CO, manufactures Xero Shoes®, lightweight, performance recreation footwear. Durable, stylish and affordable — Xero Shoes supply the fun and benefits of being barefoot, but with a layer of protection and comfort. Feel The World, Inc. launched in December 2009. Customers ages 2 to 92, in 94 countries wear Xero Shoes for walking, hiking, yoga and gym-going, Crossfit, kayaking, rafting, paddle boarding, jogging, slacklining, and even running hundred-mile ultra marathons.

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