



The new 2014 range – **EVO**lved

You were born barefoot...

My story with barefooting goes back to 25th March 1975. No, I wasn't some radical hippy back then – in fact, it was coincidentally both the start of my barefoot journey AND my birthday. Later, when I had developed the powers of speech, I asked my mother "Were you, too, born barefoot?" And, as it turns out, she was. Further investigation established that my grandparents and great grandparents alike were born barefoot. What I had uncovered was a little known secret – that I'd come from a long line of barefooters, a genetic condition stretching into the deep past.

Your ancestors **evolved barefoot**

When you're talking science, Darwin's theory of **evolution** is taken less as a theory these days, and more as a fact – even by the Pope... So it's an interesting paradox when those who make a living as scientists cling fast to previously held beliefs that a runner needs cushioning underfoot, when for more than 99.5% of our evolutionary past we got by more adeptly than most modern-day athletes... barefoot. It would seem then that this belief system, which should now be obsolete, also has some way to **evolve** into the collective psyche – even of the scientists among us.

Commonly, arguments such as "Our ancestors didn't evolve running on concrete" are thrown into the mixer, but with little meteorological or anthropological preparation; which would reveal that over the last 2 million years Africa, the cradle of mankind, has got progressively wetter, and that almost all hominid fossil finds have been in rocky, volcanic regions where our ancestors ran for ten's of kilometers to chase down their prey. That's right, our ancestors **evolved** running in a dryer, harder place than Africa is today, for distances greater than most recreational modern-day runners would consider; they ran barefoot over rock.

As quoted in the 2009 journalistic masterpiece, [Born To Run](#), which is still number one in several categories on Amazon, the accomplished barefoot runner, Ted McDonald explained to the author Christopher McDougall "Humans didn't invent rough surfaces, we invented the *smooth* ones. Your foot is perfectly happy molding itself around rocks."

The new range of Vibram Fivefingers – possibly the only shoe on the market to allow your foot to mold around rocks - has also **evolved** to better meet the demands of the end-user, as has always been the case. The **evolutionary** story of the product is as unconventional and inverted as the shoe itself – with Vibram being completely unaware of the biomechanical benefits or applications of their footwear; producing it initially only as a niche sailing shoe.

After launch in 2006, with almost every month that passed, Vibram were being approached by experts in their fields to say "This is the perfect shoe for..." running; for yoga; for pilates; for coasteering; for CrossFit; for sprint training; for surfing; for strength conditioning; for mud racing, for rehabilitation... the list of uses coming back from non-sailing consumers just grew and grew and, resultantly, so did the Vibram Fivefingers range.

This summer season, the new range offers several new benefits, including a new even lighter-weight running style, the Bikila **EVO** with a unique Vibram-patented EVA/rubber compound in the sole; the KSO **EVO** – the latest, improved iteration of their best selling model, the KSO; the sleek VI-B in the women's collection, and the award winning V-Classic golf range worn by some of the world's best golfers – albeit behind closed doors...

For more information on the range, for interviews or to request a sample pair for review, please contact Matt Wallden on: matt@primallifestyle.com or 01306 883 240