

FOOTWEAR PLUS



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WHAT A KICK!

EASY-BREEZY KNIT UPPERS AND
CUSHY OUTSOLES FOR SPRING

ROCKY AND ROLLING
CEO JASON BROOKS EYES
THE \$1 BILLION MARK

THIS JUST IN
MEN IN MILAN

HOLA, HOLO
MEET THE STARTUP'S
NEW PRESIDENT

Running Tally

Central Park runners share their shoe and shopping preferences, as well as why the urban oasis is an ideal place to keep fit and escape New York. *By Carrie Berk*

THE PERKS OF CENTRAL PARK ARE MANY:

greenery, no cars, abundant wildlife (including birds, turtles, raccoons, dogs, frogs and the occasional coyote), quiet trails, people-watching and incredible skyline views, to cite a few. It's like giant lungs in the middle of Manhattan. People come here to breathe, physically and mentally.

Not surprisingly, the park is a mecca for runners. Athletes of all levels enjoy its widely varied terrain, from the Jacqueline Kennedy Onassis Reservoir Running Path to the hilly, paved six-mile loop circling the park to the many paths and trails crisscrossing in between. "It's an oasis from the grit of urban living," says park running regular George Lederman. "For a few moments of the day, you can partake in nature."

Here, Lederman and a smattering of weekend runners expound on what the park means to them, their running shoe styles and their shopping preferences.

GEORGE

Wearing: Asics Nimbus.

Next pair? Soon. I ordered them online. But I'm a bit upset because I learned that they stopped making the new models in the wide widths. I'm wondering what I'm going to do next.

Do you prefer shopping online? I have wide feet, so my options are limited. It doesn't make sense for me to shop in a store when I can get what I need

online with the few options I have.

How often do you run in the park? Five to six miles each time, three to four times a week.

Are you training for a race? No, I'm just trying to fend off old age.

Why running? I'm addicted to it. You're basically moving by using your own steam. No offense to those who ride bikes. [Biking] is great exercise, but I just think I've gauged my own performance based on my own physical state.

How long have you been running? I'm not sure I want to admit how long it's been. I ran in high school. I used to run competitively, but now I just do it for health.

LIS

Wearing: Asics. I have skinny flipper feet and they fit me perfectly.

Where did you purchase your shoes? Fleet Feet in Hartford, CT. I knew I wanted Asics, but I went to the store and tried them on.

Do you prefer shopping online or in person? Fleet Feet had a running program that was free, so I thought it was important to spend money at the store.

Next pair? I buy the same sneakers all the time.

What do you love about running in Central Park? It's beautiful. There are different terrains, lots of loops, lots of variations. You can mix and match. It's also nice to run with other people. It

motivates me to keep going.

How often do you run in the park? Two to three times a week.

DAVID

Wearing: Brooks Glycerin GTS. This is a long-run shoe, and I like the cushioning and stability.

Where did you purchase them? Online. I do a huge amount of online research.

Do you prefer shopping online or in person? People in the stores tend not to be that helpful. Although sometimes I feel obligated to purchase [in store]. But if I have the knowledge, it's usually simpler and less expensive to shop online.

What do you love about running in Central Park? It's a beautiful place, and it has hills. I also have friends here who I love to see. It keeps me younger. It gets me out of the house—apologies to my wife. It just makes me happy.

How often do you run in the park? I do the loop once a week.

How long did you run today in these shoes? 13 miles. Not super long.

Next pair? I'm looking for a medium-distance tempo running style. I'm going to research and probably try a new brand.

APRIL

Wearing: Hoka. I've seen a lot of other people wearing them, so I knew it was a good brand.



George



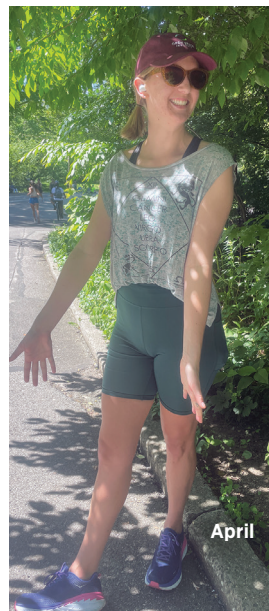
Ed

Lis

Dave

Francesco

Edward



April



Lucy



Amanda

They're cushy and comfortable. They're also really easy to walk in.

Where did you buy them? At Buffalo Exchange, a used clothing store. They were nice and cheap, so I was like, "Heck, yeah."

Do you prefer shopping in person or online? I have big feet, so I usually have to go online. It's less frequent that I'll find my size in a store, but I'd rather shop in person.

Next pair? I just got these, so I guess in the winter. They're still in pretty good shape.

What do you love about running in Central Park? I really like people-watching. I always run the opposite way as the bikers so that I can just look at everyone. It's very much a community. I like that it's everyone's backyard.

How often do you run in the park? A couple of times a week.

LUCY

Wearing: Asics. I have pairs in different colors. Ever since I've been running, I've worn these. They're comfortable and have good support.

Do you prefer shopping online or in person? I like trying the shoes on in store, but if I need something and don't have the time to go get it in a store, then I shop online.

What do you love about running in Central Park? The exercise, the people-watching, the scenery.

How long have you been running in the park? Since I moved here about four years ago.

How many miles do you run? Sometimes, I go around the loop twice, which is 12 miles, or I'll go around once.

Why running? I used to run when I was younger. It's embedded in me. I have health issues—diabetes. Exercise is good for me. I run to stay healthy.

AMANDA

Wearing: Nike Pegasus 38.

Do you prefer shopping online or in person? I prefer shopping in store to try them on, but some-

times the sales are better online.

How many miles per week do you run? Right now, about 15, but I'm training for the marathon. I run this loop twice a week.

Will these Pegasus 38s be your marathon shoes? I like these a lot. I also have Saucony Endorphin Speeds, which I've worn in races before. The plate is soft. It's nylon instead of carbon. I like the rocker shape and wide footbed.

What do you love about running in Central Park? The greenery and the people-watching. I've seen some weirdos here.

How long have you been running in the park? Since I moved here last August.

ALEX

Wearing: Brooks Ghost. They're the only shoes that don't hurt my feet.

Where did you purchase them? JackRabbit on 14th Street.

Do you prefer shopping online or in person? Online. I'm a size 14, so it's really hard for me to find shoes in a store.

Next pair? Probably the same, unless they have a new version. Usually, I buy two of the same pair, and I'll alternate them every other run. After about 400 miles, I switch them out.

How many miles per week do you run? About 20.

What do you love about running in Central Park? The crowds. There's always something to look at. Also, being in as much nature as you can be for living in New York City.

How often do you run in the park? Once a week.

How long have you been running? It's been 20 years. I feel like crap, sometimes. On the inside, I've been crying the whole way up the hill here.

EDWARD

Wearing: Asics GEL-Cumulus 20. It's a very stable and reliable shoe. It's the only shoe that works for me. It's the only shoe I buy. I've been wearing them for 20 years.

Where did you purchase them? Online.

Do you prefer shopping online or in person? I only shop online. Most of the people in stores don't know what they're talking about, unless you go to a specialty store. A lot of the generic stores have no idea.

What do you love about running in Central Park? It's relaxing to run in the park. I see people I know. You can run a long distance on a soft, dirt surface.

How often do you run in the park? Five times a week.

ANNA

Wearing: Brooks Ghost. I like that they're even-cushioned. They don't hurt my knees. I don't feel like they're too high, but they're also not too low to the ground.

Did you purchase the shoes online or in person? Online at Brooks.

Do you prefer shopping online? I usually shop online because I know that I like this pair. I just

buy a couple of pairs at a time and rotate. If I was looking for a new style, I would go into a store.

What do you love about running in Central Park? The hills. I live downtown, so my morning run is very flat. It's nice to come up here on the weekends to have the hills and trees.

How long have you been running? About 10 years.

How many miles per week do you run? 35 to 40 miles.

LINDSAY

Wearing: Brooks. I have really high arches, and these offer a lot of support.

Do you prefer shopping online or in person? Online. They never have my size in stores. But if it's my first time trying a new shoe, then I prefer to go in a store.

Next pair? I want to try Hoka. My best friend tried the new Lululemon sneakers. She seems to like them. But I think she has more of a flat foot, so I don't take her sneakers recommendations. I buy a new pair about every six months. I know it's time when my feet start to hurt.

What do you love about running in Central Park? The freedom. There's no traffic, and there's great dog-watching.

How long have you been running in the park? Two years.

How many miles per week do you run? I usually do three-and-a-half to five miles in one stretch, three to four days a week.

ED

Wearing: I only wear New Balance because I have very wide feet. They're lightweight, cushioned and neutral. I've had about five or six pairs.

Where did you buy them? Online at Joe's New Balance Clearance Outlet.

Do you prefer shopping online or in person? If I go to the store, it's because I'm looking to try a new model. But most stores don't have the width I need. New Balance Clearance is also usually cheaper.

How long before buying a new pair? 400 miles.

Next pair? I bought four pairs of sneakers the other day, four different styles of New Balance. One that I know I like was the last pair left on clearance. The other three are styles I want to try.

What do you love about running in Central Park? It gives me freedom.

How often do you run in the park? About four or five times a week.

FRANCESCO

Wearing: Saucony. I like the cushioning. For races, it's usually Nike or Asics.

Where did you purchase them? Online.

Next pair? I think Nike VaporFlys for the London Marathon.

What do you love about running in Central Park? The nature and people. I like being with other runners. I'm a member of the New York Flyers running club. We have several group runs.

How often do you run in the park? Almost every day.

