THE NEW CLOUDSTRATUS FROM ON RUNNING

Swiss running brand On is known for its signature outsole cushioning system called CloudTec®. In their performance running model Cloudstratus, On is doubling up the tech through two layers of Cloud elements working in sync.

When the Cloudstratus first launched in summer 2019, it quickly became a favorite shoe of runners searching for a long-distance running shoe. Now, in the shoe’s second iteration, the Cloudstratus has a totally re-engineered bottom unit providing the highest level of cushioning. Focusing on improved energy return and road protection, On added its performance-proven Helion™ superfoam to the midsole, coupled with the Speedboard® to guarantee a great push-off, stride per stride.

The Cloudstratus is made for road running from 5K up to marathons, and as runners can attest, feet can swell on long distances. Therefore, On designed the forefoot a little wider, giving the toes more room to move. The star lacing keeps the foot nicely in place, and an increased heel hold gives a snug and comfortable fit.

‘We don’t create shoes purely; we create running sensations,’ says On Co-Founder Olivier Bernhard. ‘When we engineered the Cloudstratus, the whole team had particular sensation in mind: it shall feel effortless, lively, and so smooth, you hardly forget you’re wearing a shoe after all. That was the ultimate goal, and I am beyond proud of the team we managed to deliver nothing less but that.’ The Cloudstratus is £150 online and at select retail partners worldwide.

On was born in the Swiss Alps with one goal: to revolutionize the sensation of running. Eleven years after market launch, On delivers industry-disrupting innovation in premium footwear, apparel, and accessories for high-performance running, outdoor, and all-day activities.

BLEND IN TO STAND OUT WITH OOFOSS

OOFOSS are ground-breaking creators of sports recovery footwear and are beginning to make a mark across the fitness, lifestyle and wellness arenas as iconically designed footwear with function. OOFOSS (www.oofos.co.uk) is innovative, pioneering and contemporary footwear technology created by passionate veterans of the athletic shoe boom of the 1970s and a scientifically proven recovery solution.

Trends may come and go, but camouflage prints will always be in style. From khaki, to purple and shades of grey, the camouflage print is the ubiquitous trend for 2021. It is just the thing you need to help you blend into the fashion jungle while still enjoying extraordinary comfort.

OOFOSS’ eye-catching camo designs will feature on the OOriginal, OOlala, OOh Slide, OOhh Luxe, OOcloog and OOhh Flex, adding a new edge to most fan-favourite models. At a time where the socks and sandals look is also no longer a fashion faux pas, this very limited-edition collection shows that comfort has never been so stylish. OOFOSS have also introduced the animal pack, capturing the energy and beauty seen in many of the world’s most admired wild animals.