

Health from head to toe

The art to walk relaxedly

Shoe fashion is seasonable. Design and style selection of the shoe industry follow the trends of the respective season and accordingly they are hip or modern. Unfortunately, however, as is the case with a lot of fashion shoes, comfort is not at the centre of attention, look is what counts – for marketing reasons. No matter whether the models are functional, comfortable or not – look is what matters most.

All those who open the straps, buckles or laces of high-heeled, tight or pointed shoes after a long day will confirm this statement. Toes are often squashed and pressed into shoes that are too narrow. Feet are not given the room they actually need.

Moreover, most styles are usually cut so that the front portion of the foot is more and more tapered. The natural form must fully surrender to design – and not the other way around, the way it should be. After just a few hours such styles are fun no more.

Birki's "natural fit" principle starts right here, because feet need room – at least for a few hours every day. As one cannot walk barefoot all the time, anatomically moulded shoes that mirror the natural shape of the foot are indispensable. They are not tapered and make sure that toes can unfold the way nature intended. Malformations are prevented, painful, strained feet experience relief, foot and leg muscles are relaxed.



Here, Birki's sandal Santosa in combination with a footprint, which perfectly adjusts to the provided raised and recessed areas of the anatomically moulded footbed. In a relaxed state enough empty room remains at the rim.

Add to this the anatomic form of the footbed. It mirrors a footprint in the sand and with its raised and recessed areas it fits the natural shape of the foot. The natural rolling motion of the foot is supported with each step, the foot is perfectly aligned inside the footbed.

In short, three things symbolise Birki's principle of "natural fit":

1. Feet must be allowed to unfold – therefore, the right width and length of the shoes are of utmost priority when buying shoes.
2. Toes need room to move – shoes should not be tapered and should not squash toes.
3. Anatomic shapes help create pleasant wearing comfort – an adapted footbed and a shoe reflecting the shape of the foot are essential when it comes to more comfortable walking and standing.

Make sure you think about this when buying your next pair of shoes! And you will be on your way in a truly relaxed fashion.



The basic anatomic form of the footbed – extended by a few millimetres – mirrors the outer edge of the foot. This way the foot receives the space it requires to properly unfold.

Functional sandals and clogs in modern design – that's what the name Birki's has been standing for since 1993. As licensee of Birkenstock Orthopädie GmbH & Co. KG, Birki Schuh GmbH can look back on more than 230 years of experience in shoe manufacturing. The anatomic footbeds of the Birki styles perfectly adjust to the foot and support the natural step formation even during extended periods of walking and standing.

Special production methods allow for the production of very light and extremely durable sandals and clogs. Due to the combination of innovative polymers with natural materials Birki's can be employed in a variety of different areas, like sauna, pool, spa, hotel, kitchen, hospital, garden, holiday, leisure, etc.

The terms "anatomically moulded" and "highly developed" best summarise all Birki's collections to date.