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Arcopédico Introduces “Shocks”: Shoes as Comfortable as Wearing Socks
Soft, Knit Coziness on Top; Durable, Twin-Arch Support Below

SPARKS, NV (March 23, 2012) – In a world where businesspeople make conference calls from their couches in their pajamas, comfort wear has become increasingly prevalent and relevant to today’s consumer. **A testament to this multi-tasking, comfort-focused aesthetic, Arcopédico has returned in 2012 with an expanded line of their top-selling LS shoe style, informally dubbed “Shocks” (shoes as comfortable as wearing socks).**



As the name implies, Shocks offer a fusion of the sumptuous coziness of a pair of grandma’s knit socks in a shoe that also goes the distance while on long walks, running errands, gardening or making the rounds at trade shows.

Shocks are made with soft, knitted sock-like uppers (secured with sporty, adjustable laces) on top, and durable, supportive shoe soles on the bottom. Shocks are also aptly named in light of their **shock-absorbing qualities:** cushioned, anatomical insoles pair with a patented twin-arch support system to evenly distribute weight over the whole surface of the foot.



Just like a sock, Arcopédico Shocks were built to flex and conform to the foot’s natural shape to avoid discomforts like pinched nerves or painful calluses, as well as to allow **healthy circulation**. Built-in **SanSmell™ technology allows for barefoot wearing**—without fear of foul odors or poor ventilation. The ultra-lightweight (10.9 ounces), breathable and **machine-washable** knit fabric also makes Shocks incredibly

convenient for travel and play.

In addition to the comfort and practicality, the 2012 line’s **eye-catching new shades of fuchsia and orange** also provide Shocks-wearers **a bright, feminine and flirty look for under \$100** (MSRP: \$89; also available in black, titanium, maroon, beige, navy, red and olive).

Arcopédico is a Portugal-based high-quality women’s comfort shoe brand specializing in lightweight, anatomically-designed, arch- and circulation-supporting hand-made shoes. Find **Arcopédico** shoes at independent shoe stores throughout the U.S. as well as online at Zappos.com. For more information, contact the company at (775) 322-0492. **Editors seeking more information, images, or media samples may contact Jamie at Jamie@thepressroom.com or (805) 773-1000.**