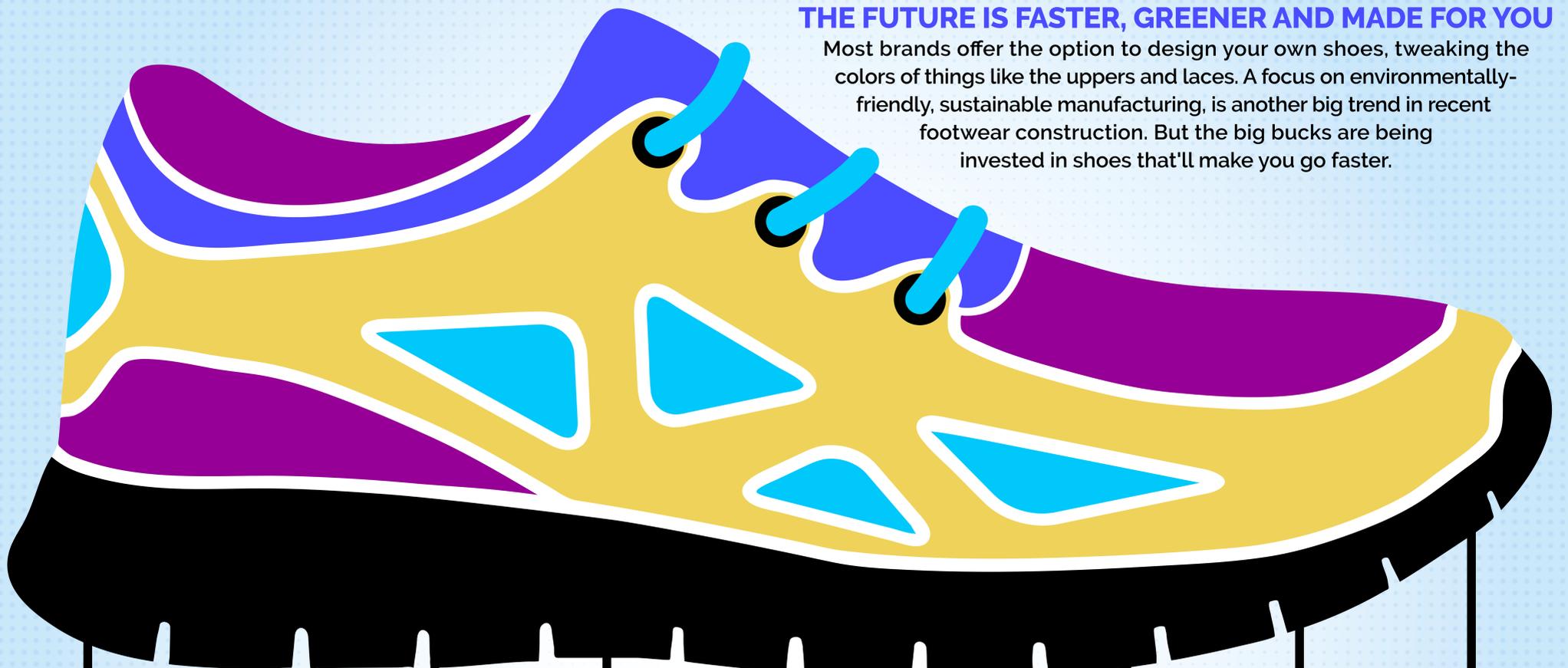


THE HISTORY OF RUNNING SHOES

THE FUTURE IS FASTER, GREENER AND MADE FOR YOU

Most brands offer the option to design your own shoes, tweaking the colors of things like the uppers and laces. A focus on environmentally-friendly, sustainable manufacturing, is another big trend in recent footwear construction. But the big bucks are being invested in shoes that'll make you go faster.



1865

A SPIKY START:

One of the earliest examples of running spikes was found in Northampton, England. They looked like someone had hammered nails through a pair of Oxfords. The leather shoe was likely used for cross-country running.



1917

RUBBER SOLES SNEAK UP ON US:

The first plimsolls were invented. These canvas shoes, made for sports, were known as sneakers because the rubber soles allowed walking without being heard. Keds and Converse started selling them.



1940's

SIBLING RIVALRY:

Brothers Rudolph and Adi established rival shops in the same German town specializing in track and field footwear. Rudolph launched Puma and Adi opened Adidas.



1960's

NEED FOR SPEED:

The founder of Nike sold the Cortez shoe out of the back of vans at races. Thanks to a sponge rubber midsole, it was one of the first to offer cushioning against the impact of the road.



EARLY 1970's

SPORTS SCIENCE:

Ethylene vinyl acetate, or EVA, became one of the most enduring innovations. EVA, often used in the midsole of running shoes, is an air-infused foam that provides cushioning and absorbs shock.



LATE 1970's

WAFFLES AND WOMEN:

Using a waffle iron as inspiration for the pattern, Nike created a lighter traction sole for track shoes. They later introduced the first female-specific shoes.



1987

RUNNING SHOES STABILIZED:

Running shoes became more popular. Nike created an icon by making its heel-cushioning bubble technology, visible on the Nike Air Max.



2006

BACK TO BASICS:

Barefoot running took hold and minimalism, the idea that less shoe is more, was the new buzzword. Vibram introduced the FiveFingers, a glove-like shoe for the foot.



2010-2018

SMARTER SHOES:

Shoes continue to be lighter, more comfortable and more responsive. Brands shave ever-important ounces off weight, reduce waste, and create kicks that return more energy back to the runner.



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