

## Achilles Syunsoku

Photography/Satoru Naito, Text/JQR

### Asymmetric-soled shoes for nimbly running around counterclockwise corners

The footraces on sports day are a child's chance to shine. They are delighted when they finish first. Losing in front of their peers, teachers, parents and siblings is not an option. Winning is also a great way to garner the affections of their sweethearts.

The difference at the starting dash is trifling, and the race is truly decided by how the runners handle the corners. They do not want to lose speed, but keeping their balance while maintaining their speed is difficult. If they enter the corner too fast, they run the risk of running off the track, or worse, losing their balance and tumbling. If they slow down for fear of falling, their rivals overtake them. So what is the best way to rapidly navigate left corners? Shoe manufacturer Achilles took it upon itself to find an answer to every elementary school student's

dilemma.

"As part of product development, we attended school sports days and realized that many children tumble when running the counterclockwise track. It was unbearable watching them fall during races that were supposed to be their finest moments. All the development and sales staff want children to run their best – to finish their races without stumbling – so we created totally new shoes," said Yutaka Iemura, Business Strategic Department, Shoe Business Division, Achilles Corporation.

And so Syunsoku shoes, which are specially made for left turns, were born. They have asymmetric soles on both the right and left shoes. A runner must lean when running around a left corner to counterbalance the centrifugal force. When they do, their center of gravity moves to the outside of the left foot and the inside of the right foot, and the opposite sides of the soles are raised off the ground. Their ability to grip the ground is halved, and their feet are susceptible to slipping, causing them to fall.

Therefore Syunsoku has strong-



The Cheetah's nimble and supple running motion inspired the latest model, Syunsoku S-Cheetah. These shoes have the lightest soles of the entire Syunsoku line and place more emphasis on running.

grip spikes on the outside of the left foot and the inside of the right foot to create asymmetric soles. By wearing these shoes, runners can convert their grip on the ground into running power without losing strength, and maneuver around corners without decelerating. The line's first models appeared in 2003 to much acclaim from children, who said they "can now run fast." In September 2012, total sales reached 37 million pairs. The line now includes shoes for everyone – from infant to adult – who wants speed when running.



The Cheetah paw-like spikes are positioned asymmetrically on the right and left soles.

● Enquiries/Achilles Corporation Customer Enquiries 03-3225-2141 <http://www.syunsoku.jp/>

ACHILLES SYUNSOKU



Syunsoku S-Cheetah JJ-735: 3,150 yen