



Footwear News

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Wellness Brand BackJoy Expands Footwear Retail Distribution



A spring '16 BackJoy style. Courtesy of brand.

Soft-launched on BackJoy.com for spring '16, the men's and women's casual and dress-casual shoes debut at wholesale this month. They feature the brand's patented Active Stabilization technology, designed to balance the body and keep it aligned by placing the foot in a natural, neutral position.

The shoe collection was designed by Dr. Wil van Bakel, founder and CEO of the Human Movement Science Institute, whose expertise has also been tapped by world brands. "With his knowledge of how feet and footwear work, he was able to translate that into a shoe to create that true posture platform," said Howenstein.