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**Modellista Footwear: First Shoe Design
Certified by the Space Awareness Alliance
Also Ranks High on the Fashion Scene**

WELLESLEY HILLS, Massachusetts – Women’s feet no longer need to suffer for fashion. **Modellista Footwear** has developed shoes based on NASA technology, which absorb shock while still offering exquisite designs. The days of cramped, aching feet are over for smart consumers who wear Modellista shoes.

Modellista, which means one who gives shape or form to fashion or a person who makes a sculpture or makes a model, realized that throughout history, shoe construction techniques made it impossible to include the benefits of both comfort and beauty.

The company’s general manager, David Froment, was inspired to use Tempur® material when he first tested a Tempur-Pedic® mattress and realized that *that* was the missing element in women’s shoes.

The forward-thinking company has solved the dichotomy by blending art and science with proprietary technology, incorporating NASA developed visco-elastic foam in their exclusive Tempur® PRT insoles. The shoe conforms to each wearer’s unique foot shape, absorbs shock, and provides a perfect arch support system as the foot shrinks and swells throughout the day. By evenly distributing a body’s weight over its surface, the material eliminates uncomfortable pressure points. Through its work with NASA, the Modellista collection is the first shoe design and construction to be certified by the Space Awareness Alliance.

While comfort is an essential ingredient in Modellista Footwear, appearance also matters. The designers scour the fashion world seeking the newest trends and revolutionary materials. The high-quality clogs, slingbacks, boots, and open-toed sandals are made of quality suede, traditional leather, and nubuck leather and are offered in a wide spectrum of colors, including chocolate, metallic bronze, corral, rice, turquoise, black, honey, and many others, depending on the specific shoe style.

Modellistas are currently available nationwide at select Nordstrom stores, specialty shoe stores, and through catalogs including Garnet Hill, Faith Mountain, Monterey Bay, Hanna Anderson, and Soft Surroundings.

Froment can discuss:

- Reasons why Modellista Footwear’s industrial line of shoes for chefs, pregnant women, and health care professionals provide necessary support without sacrificing style.
- A scientific explanation of how Froment’s 22 months of research allowed him to overcome a problem that other shoemakers interested in the Tempur® material had failed to solve.
- New styles that Modellista will release soon.

To schedule an interview or for more information, contact Marika Flatt, PR by the Book, (512) 560-6787 or marika@prbythebook.com.

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written by Autumn Rhea Carpenter