

Get Back To Basics and The Gym with Ryka

rykō[®]

A voice of women

SPRING 2012

Ripa on Ryka

KELLY TALKS ROCKY

**Win a Trip to See
'Live with ? & Kelly'**

Ryka Devotion

Challenge Your Body p5

Iron Girl

**and her new
found fitness
with Ryka** p13

ECA NEWS

**Trainers switch
to Ryka Synergy
for peak training**

p13



Letter from the Brand Manager

Another great season is upon us and I want to personally thank you for all of your support. This year is our strongest yet and I'm looking forward to an even better 2012. The Ryka team is particularly proud of the new line spearheaded by resurgence of our training collection. Our partnership with Kelly Ripa and our first ever television campaign elevated Ryka's awareness to new heights. If you're not a believer yet, you sure will be once you spend some time with our Spring line. Just call me anytime if you have any questions, and of course, Happy Spring Selling!

Aiyana
Aiyana Holm
Brand Manager

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Advisory Board

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riparykä
A Voice of Women

Ryka Devotion

Devotion

is a lightweight, low profile shoe engineered for hybrid training and fitness walking. The unique cobblestone platform features a proprietary RE-ZORB active foam that works with the body's movement to create a full body challenge in every step.



Rykä Broadcast Media



Ripa on Ryka

Kelly on Rocky

High-impact, ‘Rocky’ inspired Television spot is part of larger print and online campaign spotlighting Ryka footwear for women.

Women's performance shoe brand Ryka® debuted its first-ever national TV spot featuring “Live” TV star and Emmy-winning actress Kelly Ripa, as part of a comprehensive multi-media campaign that launched in Spring 2011. The new Rocky-inspired television spot was directed by celebrated filmmaker Marcus Nispel, and highlights Ryka footwear for women, which includes running and fitness shoes engineered by the brand's female design team in partnership with Ripa. It is being supported in 2011 and beyond by a comprehensive national print and online campaign featuring the “Live” TV host, and was designed to take Ryka to the next level of exposure and introduce it to a new generation of performance enthusiasts. This high-profile, film-quality spot is part of a long-term marketing vision for the Ryka brand, that mirrors the groundbreaking nature of the brand itself .



Rykä Print Media



Rykä Event Marketing



Kelly Ripa Collection

For Kelly Ripa, fitness isn't a hobby...it's her lifestyle. Whether she's at the gym or running through the streets of New York City, she makes time every day to connect with her inner athlete. It's her passion because it transforms her from fit to fabulous in every way. So, we've partnered with Kelly to create a collection of high-performance shoes with everything she needs for a full-spectrum workout to Take Shape.

Training

From circuit to core balance, Kelly trains in the TRANSITION and ASSIST XT 2 to transform herself from fit to fabulous.



TRANSITION [page 14]



ASSIST XT 2 [page 15]

Running

Whether it's four miles on the road or sprint conditioning, Kelly runs in the high-performance TRAIL EXODUS 2, REVIVE 3 and ASPIRE.



TRAIL EXODUS 2 [page 19]



REVIVE 3 [page 20]



ASPIRE [page 23]

Spring '12 Lineup



TRAINING
PG 12



RUNNING
PG 18



MINIMALIST
PG 22



WALKING
PG 25

Training

Devotion

The Devotion is a lightweight, low profile shoe engineered for hybrid training and fitness walking. The unique cobblestone platform features a proprietary RE-ZORB active foam that works with the body's movement to create a full body challenge in every step.

ENHANCE

PROFILE The ultimate ultra-light, mid-height training shoe for the fitness enthusiast who does it all. Superior performance design features optimal flex, breathability, cushioning, and impact resistance to support lateral stability and proper foot impact alignment.

STYLE K1822W

COLORS SHL: Chrome Silver/White/Metallic Blue Frost/Wild Lime (C/O)
BSP: Black/Metallic Platinum/Metallic Magenta Spark (C/O)

SIZE 6-11

WEIGHT 8.6 oz

WIDTH Medium

TECHNOLOGY C2 Cartridge, N-Gage, S.G.S.

UPPER Synthetic, leather, mesh and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight compression EVA with Nitracel injected forefoot, which acts as a pillow to the metatarsal region. Sleek S.G.S. provides mid-foot support.

OUTSOLE Four-piece, solid rubber with C2 Cartridge heel cushioning and high-functioning outsole plate traction with forefoot flex grooves offer serious grip and flexibility.

5764/0058



SHL



BSP

SYNERGY

PROFILE The ultimate, ultra-light low profile training shoe for the fitness enthusiast who seeks superior performance design features. Optimal flex, cushioning, and an asymmetrical upper design with a fully functional strap, creates a personalized fit and ensures proper foot impact alignment.

STYLE K1820W

COLORS BPH: Black/Zuma Pink/White/Metallic Platinum (C/O)
BKA: Black/Vapor Grey/Cabo Aqua/Wild Lime (C/O)
SLH: Chrome Silver/Blue Freeze/White/Metallic Steel Grey (C/O)

SIZE 6-11

WEIGHT 8.6 oz

WIDTH Medium

TECHNOLOGY C2 Cartridge, N-Gage, S.G.S.

UPPER Synthetic, leather, mesh and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight compression EVA with Nitracel injected forefoot, which acts as a pillow to the metatarsal region. Sleek S.G.S. provides mid-foot support.

OUTSOLE Four-piece, solid rubber with C2 Cartridge heel cushioning and high-functioning outsole plate traction with forefoot flex grooves offer serious grip and flexibility.

0044/0008



BPH



BKA



SLH

DEVOTION

PROFILE Lightweight, low profile shoe engineered for hybrid training and fitness walking. The unique cobblestone platform features a proprietary RE-ZORB active foam that works with the body's movement to create a full body challenge in every step.

STYLE K24131W

COLORS SHO: Chrome Silver/White/Shock Orange/Bougainvillea
WSP: White/Vapor Grey/Steel Grey/Zuma Pink
BVM: Black/Metallic Steel Grey/Detox Blue/White

SIZE 6-11

WEIGHT 8.3 oz

WIDTH Medium

TECHNOLOGY RE-ZORB

UPPER Synthetic, air mesh, and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight molded EVA features a full length RE-ZORB platform.

OUTSOLE Eight-piece radiused skeletal rubber works simultaneously with the RE-ZORB midsole and cobblestone engineering to challenge muscle activity.

0005/00001



TRANSITION



PROFILE Low-profile performance brings all of your studio fitness needs full circle with this dynamic trend-right fitness trainer. A combination of superb breathability, cushioning, pivot-point, and lateral stability, provide the perfect combination of function for casual and studio needs.

STYLE KR1817W

COLORS AKD: Aqua Sea/Yellow Glow/Deep Navy (NEW)
WOS: White/Chrome Silver/Fusion Coral/Metallic Steel Grey (NEW)
VSI: Tyre Grey/Metallic Platinum/Metallic Baja Purple/White (C/O)
BVP: Black/Dusk Grey/Firerose Pink (C/O)

SIZE 6-11

WEIGHT 7.6 oz

WIDTH Medium

TECHNOLOGY I.H.G.

UPPER Leather, air mesh and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight low profile molded EVA with sleek I.H.G.

OUTSOLE Diamond shaped rubber provides contoured grip and pivot point, ideal for studio and dance activities.

0583/0007



NEW

TRANSPIRE



PROFILE The ultimate, high-performance training shoe developed for the avid fitness enthusiast. Designed to fully support the foot via upper-engineered layers, cushioning and pronation control to deliver precise foot alignment with unsurpassed comfort.

STYLE KR1826W

COLORS SLP: Chrome Silver/Detox Blue/Sunset Coral/White/Black
MSK: Metallic Twilight Blue/White/Chrome Silver/Wild Lime
BV: Black/Metallic Steel Grey

SIZE 6-11

WEIGHT 8.6 oz

WIDTH Medium

TECHNOLOGY Nitracel Cushioning Cartridge, N-Gage, S.G.S.

UPPER Synthetic, air mesh and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight compression EVA with hidden Nitracel forefoot metatarsal pod provides responsive cushioning. Visual N-Gage cradles the heel for cushioned stability.

OUTSOLE Dual-piece, solid rubber with balanced flex grooves provides superior traction and flexibility.

0583/0007



ASSIST XT 2



PROFILE The ultimate, high-performance training shoe developed for the avid fitness enthusiast. Designed to fully support the foot via upper-engineered layers, cushioning and pronation control to deliver precise foot alignment with unsurpassed comfort.

STYLE KR1815W

COLORS BSV: Black/Chrome Silver/Metallic Steel Grey (C/O)
SVA: Metallic Platinum/Iron Grey/Cabo Aqua/Citrus Lime/White (C/O)
VSI: Metallic Steel Grey/Chrome Silver/Metallic Lavender Ice/Metallic Meadow Green/White (C/O)

SIZE 6-11

WEIGHT 8.9 oz

WIDTH Medium

TECHNOLOGY Nitracel Cushioning Cartridge, N-Gage, S.G.S.

UPPER Synthetic, air mesh and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight compression EVA with hidden Nitracel forefoot metatarsal pod provides responsive cushioning. Visual N-Gage cradles the heel for cushioned stability.

OUTSOLE Dual-piece, solid rubber with balanced flex grooves provides superior traction and flexibility.

0583/0007



NEW

AQUA FIT 4

PROFILE Specifically-designed, hybrid water trainer engineered with a superior water drainage system, quick dry upper, proper cushioning and a molded support cage to keep you comfortable and moving. The perfect functional shoe for all your water sport needs.

STYLE K1220W

COLORS SLK: Vapor Grey/Angel Blue/Splash Lime/Chrome Silver
BHS: Black/White/Chrome Silver

SIZE 6-11

WEIGHT 9.2 oz

WIDTH Medium

TECHNOLOGY S.G.S.

UPPER Synthetic, air mesh and high density foam.

SOCKLINER Removable perforated molded Nitracel.

MIDSOLE Lightweight compression EVA with drainage ports keeps the foot comfortable and supported.

OUTSOLE Solid rubber with webbed forefoot and asymmetrical siped heel grooves provide the perfect balance between flexibility and traction.

5753/0056

**ENDURE XT 2**

PROFILE This versatile, entry-level trainer is designed to meet the basic performance needs for a variety of fitness activities. Features full-foot cushioning, support and superior shock absorption for unsurpassed fit and comfort.

STYLE K1814W

COLORS WPS: White/Metallic Meadow Mauve/Chrome Silver/
Metallic Steel Grey (NEW)
WS: White/Chrome Silver/Metallic Steel Grey (C/O)

SIZE 6-11

WEIGHT 9.6 oz

WIDTH Medium

TECHNOLOGY Nitracel Cushioning Cartridge and S.G.S

UPPER Leather, synthetic, air mesh and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight compression EVA features Nitracel Cushioning Cartridge at heel.

OUTSOLE Dual-piece, solid rubber with balanced flex grooves provide superior traction and flexibility.

0033/0006



NEW

VISAGE

PROFILE A casual, minimal ballet flat that allows the foot to move freely. The breathable stretch upper fits like a glove with a removable arch support Ortholite® footbed to provide added cushioning and comfort.

STYLE K1833W

COLORS BV: Black/Iron Grey
JX: Metallic Shiitake/Brass Tacks/Black

SIZE 6-11

WEIGHT 5.7 oz

WIDTH Medium

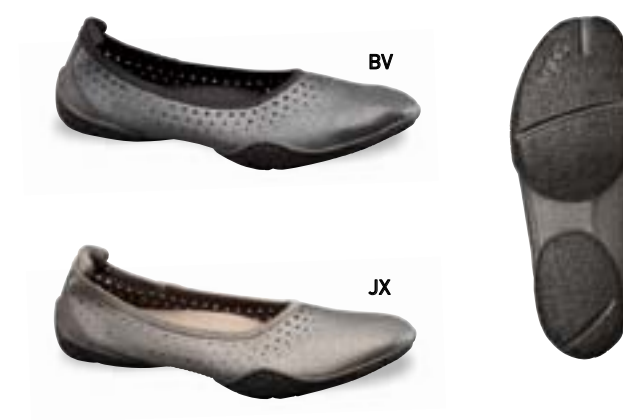
TECHNOLOGY N²-DM, S.G.S

UPPER Stretch Synthetic.

SOCKLINER Ortholite® footbed with arch support.

OUTSOLE Two-piece radiused solid rubber with siped grooves provide the perfect balance between flexibility and accurate traction for an ultra-light feel.

0033/0006



Running

Motive

The Motive is an ultra-light, neutral shoe packed with innovative performance technology for the moderate runner. This minimal upper engineering allows the foot to move naturally during foot strike, and when combined with the platform it offers an ultra smooth heel-to-toe transition.



NEW

ASCENT

PROFILE Hit the trails to reach all of your off-road goals in this high-performance, savvy running shoe. Engineered to keep debris out while allowing the foot to breathe easily, the no-sew fused seam supportive upper works with the rugged rubber tread to align your foot properly through tough terrain.

STYLE K21061W

COLORS SVK: Chrome Silver/Steel Grey/Detox Blue/Wild Lime
SVP: Metallic Platinum/Steel Grey/Chrome Silver/Zuma Pink

SIZE 6-11

WEIGHT 8.6 oz

WIDTH Medium

TECHNOLOGY N²-DM, S.G.S

UPPER Synthetic, air mesh, high density foam and reflective.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight molded EVA features N²-DM at lateral heel to provide energy return, rebound and impact protection. S.G.S. offers moderate medial support.

OUTSOLE Four-piece skeletal solid rubber with ergonomic touch points deliver superior traction on any surface. Forefoot flex grooves provide accurate traction for an ultra-light ride.

5214/0057



SVK



SVP

TRAIL EXODUS 2



PROFILE Hit the trails to reach all of your off-road goals in this high-performance, savvy running shoe. Engineered to keep debris out while allowing the foot to breathe easily, the supportive upper works with its Q-angle structured cushioning platform and rugged rubber tread to align your foot properly through tough terrain.

STYLE KR21043W

COLORS SUI: Chrome Silver/Blackberry Purple/Metallic Baja Purple/Metallic Steel Grey (C/O)

SVP: Silver/White/Steel Grey/Pink Taffy/Citrus Lime (C/O)

BLK: Black/Steel Grey/Maui Blue/Wild Lime (C/O)

SIZE 6-11

WEIGHT 8.6 oz

WIDTH Medium

TECHNOLOGY N²-DM, S.G.S., Q-Angle P.C.

UPPER Synthetic, air mesh, high density foam and reflective.

SOCKLINER Ortholite® footbed with EVA strobil board.

MIDSOLE Lightweight compression EVA features N²-DM at lateral impact points in heel and forefoot. Medial posting offers Q-Angle P.C.

OUTSOLE Six-piece solid rubber with rugged ergonomic touch points engineered for off-road running, deliver superior traction on tough unexpected surfaces.

5214/0057



SUI



SVP



BLK

NEW

MOTIVE

PROFILE Ultra-light, neutral shoe packed with innovative performance technology for the moderate runner. This minimal upper engineering allows the foot to move naturally during foot strike, and when combined with the platform it offers an ultra smooth heel-to-toe transition.

STYLE K21063W

COLORS BVP: Black/Steel Grey/Pink Flame/Chrome Silver
SLK: Chrome Silver/Detox Blue/Wild Lime/White/Black

SIZE 6-11

WEIGHT 8.0 oz

WIDTH Medium

TECHNOLOGY N²-DM, S.G.S

UPPER Leather, air mesh, high density foam and reflective.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight molded EVA features N²-DM at lateral heel to provide energy return, rebound and impact protection. S.G.S. offers moderate medial support.

OUTSOLE Four-piece skeletal solid rubber with ergonomic touch points deliver superior traction on any surface. Forefoot flex grooves provide accurate traction for an ultra-light ride.

0583/0007

**REVIVE 3**

PROFILE High performance, lightweight shoe developed for the avid runner looking for moderate Q-Angle support. Features N²-DM heel shock absorption combined with the cushioning needed for a smooth ride.

STYLE KR21056W

COLORS LSK: Sky Blue/Chrome Silver/Yellow Glow/Metallic Steel Grey (NEW)

BLV: Black/Metallic Steel Grey/Detox Blue/White (NEW)

WSK: White/Chrome Silver/Yellow Glow/Zuma Pink (C/O)

SVU: Chrome Silver/Tyre Grey/Metallic Concord Purple (C/O)

SIZE 6-11

WEIGHT 8.3 oz

WIDTH Medium

TECHNOLOGY N²-DM, S.G.S.

UPPER Synthetic, air mesh, high density foam and reflective.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight molded EVA features N²-DM at lateral heel to provide energy return, rebound and impact protection. S.G.S. offers moderate medial support.

OUTSOLE Five-piece skeletal solid rubber with ergonomic touch points deliver superior traction on any surface. Forefoot flex grooves provide accurate traction for an ultra-light ride.

0583/0007



NEW

SKYLAR

PROFILE A versatile, lightweight neutral shoe for the casual runner who desires a stable, yet cushioned ride. Progressive upper design provides the performance you need without sacrificing style.

STYLE K21065W

COLORS SPO: Chrome Silver/Sunset Coral/Vivid Coral/White/Steel Grey

WMK: White/Neutron Blue/Yellow Glow/Steel Grey

SIZE 6-11

WEIGHT 8.9 oz

WIDTH Medium

TECHNOLOGY N²-DM

UPPER Leather, air mesh and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight injected EVA.

OUTSOLE Skeletal rubber with ergonomic touch points and forefoot flex grooves provide great flexibility.

0033/0006

**ULTIMA RUN 2**

PROFILE A versatile, lightweight neutral shoe for the casual runner looking for a stable, yet cushioned ride. Progressive upper design provides the performance you need without sacrificing style.

STYLE K21047W

COLORS WSV: White/Chrome Silver/Metallic Steel Grey/Black (C/O)

WSP: White/Chrome Silver/Firerose Pink/Steel Grey (C/O)

WSL: White/Chrome Silver/Metallic Lake Blue/Submarine (C/O)

SIZE 6-11

WEIGHT 8.3 oz

WIDTH Medium

UPPER Leather, air mesh and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight molded EVA with Lateral Guidance Support Shank.

OUTSOLE Skeletal rubber with ergonomic touch points and forefoot flex grooves provide great flexibility.

0033/0006



Minimalist



Aspire

Part of the Kelly Ripa Collection, the Aspire is a minimal ultra lightweight shoe that promotes mid-foot strike, based on a more even heel-to-toe variance. Designed for a variety of runners looking to transition into a more natural running pattern that provides some upper support, partnered with a cushioned ride.

NEW

ASPIRE
KELLY RIPA COLLECTION

PROFILE A minimal ultra lightweight shoe that promotes mid-foot strike, based on a more even heel-to-toe variance. Designed for a variety of runners looking to transition into a more natural running pattern that provides some upper support, partnered with a cushioned ride.

STYLE KR21059W

COLORS PHK: Metallic Meadow Mauve/White/Wild Lime/Chrome Silver

SLP: Chrome Silver/Mauvi Blue/Sunset Coral/White/Black (reflective)

BAV: Black/Aqua Sea/Metallic Steel Grey/Chrome Silver

SIZE 6-11

WEIGHT 6.4 oz

WIDTH Medium

TECHNOLOGY Cubic-Lite Natural Flex

UPPER Synthetic, air mesh and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight molded outsole grade 3D EVA.

OUTSOLE Alternating staggered flex grooves provide enhanced multi-channel flexibility with minimal rubber placement, allowing the shoe to move naturally with the foot's movement during ground contact.

5753/0056

REGULATE

PROFILE Sleek, ultra-lightweight shoe features a minimalistic no-sew design that provides flexibility, cushioning and support for the moderate runner.

STYLE K21057W

COLORS BUV: Black BUV: Black/Metallic Concord Purple/Metallic Steel Grey (C/O)

SHP: Chrome Silver/White/Bougainvillea/Yellow Glow (C/O)

BS: Black/Chrome Silver (NEW)

SIZE 6-10, 11

WEIGHT 8.3 oz

WIDTH Medium

TECHNOLOGY TPU Guidance Plate

UPPER Synthetic, mesh, and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight molded EVA features a full length TPU guidance plate.

OUTSOLE Two-piece skeletal solid rubber with ergonomic touch points deliver superior traction on any surface. Deep forefoot flex grooves provide accurate traction for an ultra-light ride.

0033/0006



PHK



SLP



BAV



BUV



SHP



BS



VIRTUE

PROFILE Sleek, ultra-lightweight shoe features a minimalistic no-sew design that provides flexibility, cushioning and support for the moderate runner.

STYLE K26005W

COLORS WSU: White/Chrome Silver/Metallic Bright Violet/Black (NEW)
SPK: Chrome Silver/Metallic Platinum/Bougainvillea/Yellow Glow (NEW)
SKM: Chrome Silver/Yellow Glow/Tahitian Sky/Metallic (C/O)

SIZE 6-10, 11

WEIGHT 8.3 oz

WIDTH Medium

TECHNOLOGY TPU Guidance Plate

UPPER Synthetic, mesh, and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight molded EVA features a full length TPU guidance plate.

OUTSOLE Two-piece skeletal solid rubber with ergonomic touch points deliver superior traction on any surface. Deep forefoot flex grooves provide accurate traction for an ultra-light ride.

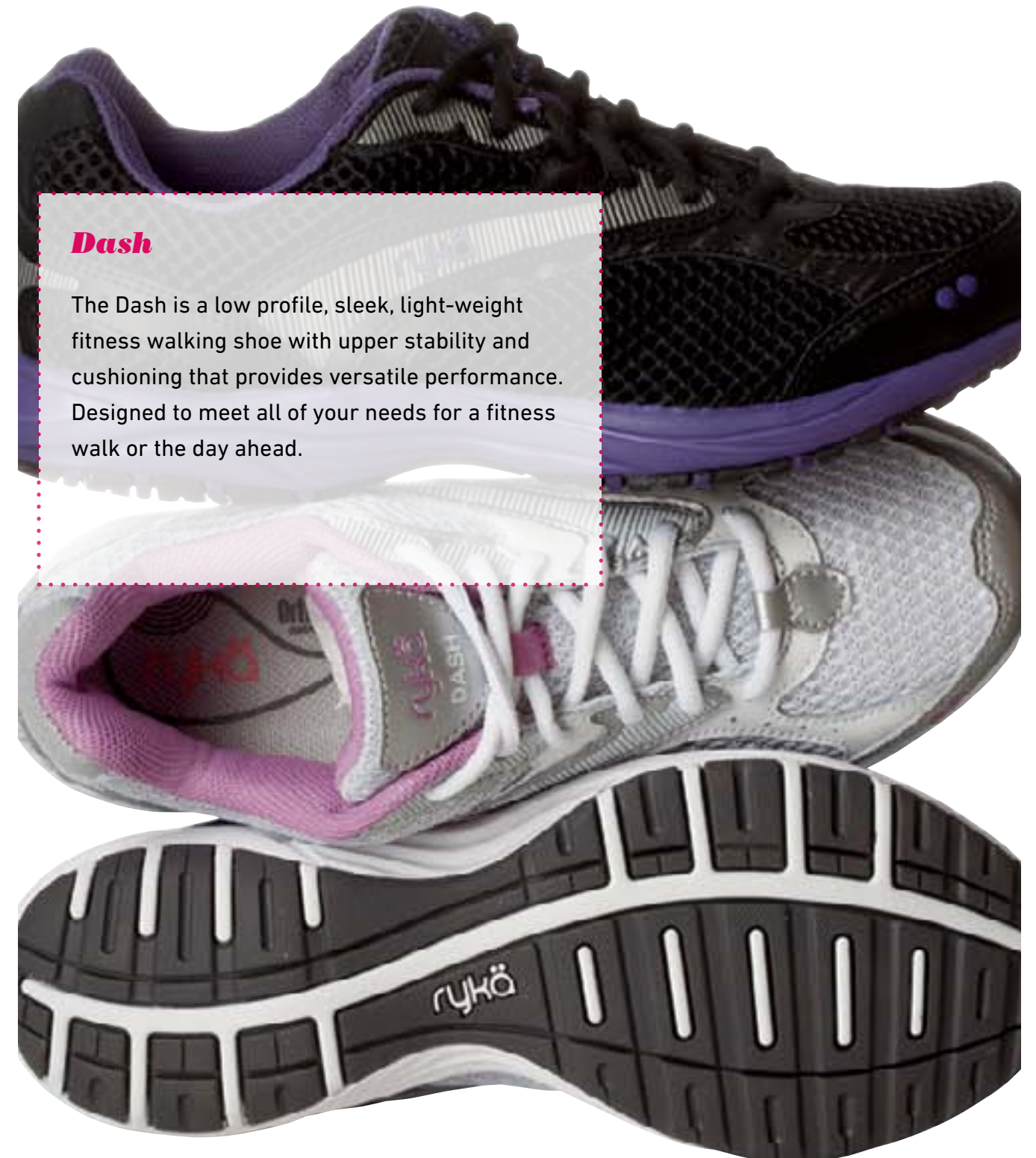
0033/0006



Walking

Dash

The Dash is a low profile, sleek, light-weight fitness walking shoe with upper stability and cushioning that provides versatile performance. Designed to meet all of your needs for a fitness walk or the day ahead.



RADIANT

PROFILE The ultimate, high-performance walk/run shoe designed for woman seeking both comfort and speed. A versatile shoe with tremendous cushioning, heel stability and natural forefoot flex, work well with your body’s momentum to maximize your workout.

STYLE K24109W

COLORS SHL: Chrome Silver/White/Metallic Lake Blue/Subma-rine (C/O)
WSX: White/Chrome Silver/Black (C/O)
ETK: Metallic Java Brown/Stone/Metallic Basil Green/Snowline Ecru (C/O)

SIZE 6-11

WEIGHT 8.3 oz

WIDTH Medium

TECHNOLOGY N²-DM, N-Gage, I.H.G.

UPPER Leather, air mesh and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight compression EVA features N-Gage heel cushioning and I.H.G. support.

OUTSOLE Four-piece, solid rubber with balanced flex grooves provide superior traction and flexibility.

0583/0007



NEW

DASH

PROFILE A low profile, sleek, light-weight fitness walking shoe with upper stability and cushioning that provides versatile perfor-mance. Designed to meet all of your needs for a fitness walk or the day ahead.

STYLE K24142W

COLORS LSV: Metallic Lake Blue/Chrome Silver/Steel Grey/White
WSP: White/Chrome Silver/Meadow Mauve/Steel Grey
BUV: Black/Purple Wave/Metallic Steel Grey

SIZE 6-11

WEIGHT 8.3 oz

WIDTH Medium

UPPER Leather, mesh, and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight molded EVA .

OUTSOLE Longitudinal solid rubber feature provides the perfect balance of traction and flexibility.

0033/0006



SPORT WALKER ADVANCE

PROFILE Challenge your walking gait with our rykäRocker technolo-gy walking shoe. The rocker feature at arch area helps to propel you forward through the walking gait with the slightest bit of instability, while using the body’s momentum to take the foot to flex off.

STYLE K24111W

COLORS WLD: White/Metallic Lake Blue/Metallic Midnight Navy (C/O)
WSQ: White/Chrome Silver/Angel Pink (C/O)
BV: Black/Metallic Steel Grey (C/O)
TEM: Stone/Chocolate Chip/Cornflower Blue (C/O)

SIZE 6-11

WEIGHT 8.3 oz

WIDTH Medium & Wide

TECHNOLOGY rykäRocker

UPPER Leather, mesh, and high density foam.

SOCKLINER Ortholite® footbed.

MIDSOLE Lightweight compression EVA with rykäRocker arch feature.

OUTSOLE Six-piece, solid rubber with balance flex grooves.

0033/0006



Q-Angle

For over 20 years, rykä has been innovating athletic footwear exclusively for women. In fact, everything we create is designed by women. From the shape of her foot to the angle of her stride, we understand that women require more than just a downsized version of a men's athletic shoe.

The Science

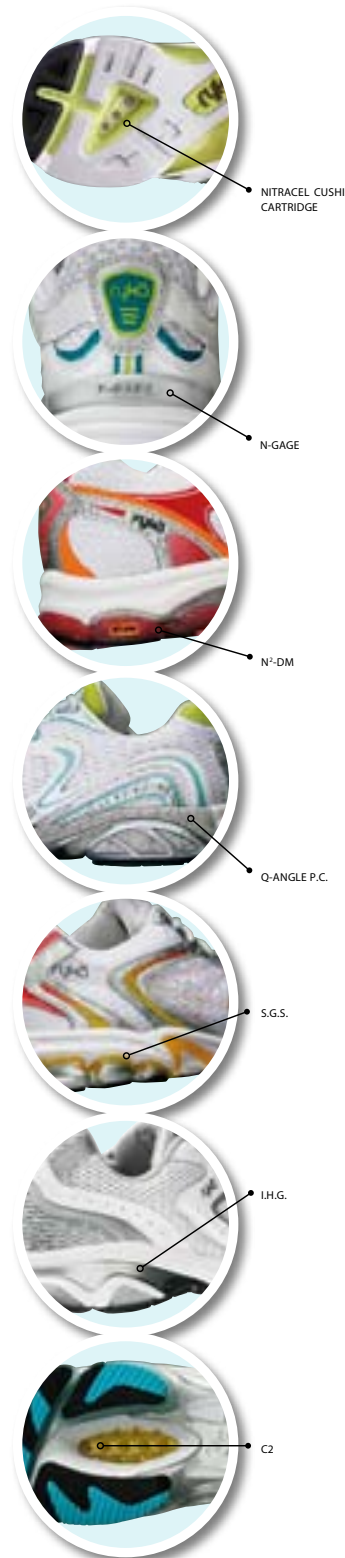
Ryväskylä knows that a woman's foot shape, muscle movement, and skeletal structure are all inherently different from a man's. The "Q-angle" (quadricep angle) – the anatomical relationship between the hip and knee – measures 5–7 degrees greater for women than men. As a result, women tend to shift more weight to the outside of their feet which leads to over-pronation, instability at foot strike, and higher risk of injury.

Our Solution

Ryväskylä's design philosophy integrates all of our technologies into one of the most researched, women-specific lasts in the industry. A complete footwear solution that fits the shape of a woman's foot perfectly – with a narrower heel, roomier forefoot, increased instep volume, and more secure footbed. The result is a high-performance, athletic shoe engineered to address the unique biomechanics of active women for unsurpassed fit, comfort, cushioning and control.



Technology



Cushioning

Nitracel Cushioning Cartridge Engineered from Nitrogen infused foam, this innovative heel cushioning cartridge absorbs impact and provides energy return for a smooth, resilient ride.

N-GAGE: High-grade EVA foam and premium rubber combine to create a super lightweight cushioning and rebound system that continues to exceed industry standards.

N²-DM (Nitracel Dampening Material): Our most advanced cushioning technology uses a flexible Nitracel foam compound to deliver high-level shock absorption and energy return, typically located in the heel and forefoot areas, where women need it most.

Control

Q-Angle P.C. (Quadricep-Angle Pronation Control): A dense durometer of material (usually grey in color) located at the medial section of the midsole platform on various rykä shoes. Based on Q-Angle research, women tend to shift their weight outward upon impact. Q-Angle P.C. assists in the controlling process of accurate foot strike alignment from heel-to-toe transition.

S.G.S. (Skeletal Guidance Shank): Uniquely engineered to keep the shoe lightweight yet provide mid-foot support during heel-to-toe transition. The S.G.S. works with the other technologies built around it by acting as a center frame stabilizer.

I.H.G. (Infused Heel Guidance): Designed to provide extra lateral stability support, this infused TPU clip works with the midsole to secure the heel and guide foot strike alignment.

Comfort

C2 Cartridge: A highly innovative cushioning system engineered with an encapsulated Visco-Elastomer pack, with active spheres that provide a spring-like quality for superior performance, cushioning and comfort.

Ortholite® Footbed: A molded, highly engineered comfort footbed that provides maximum ventilation, wicks moisture, is tear proof, has antimicrobial built in the foam compound and is hand washable.



rykÖ[®]

A voice of women

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