Dutch Innovation Meets Italian Craftsmanship; The World’s Most Comfortable Heels Hit the U.S. Market

LINJA Founder Walks Half-Marathon in Manhattan to Prove Her High Heels Easily Go the Distance

NEW YORK (PRWEB) October 23, 2018 -- In 2013, Dutch entrepreneur and style maven Bianca Blom reached a breaking point with the foot pain she experienced while wearing even her favorite pair of Italian-crafted high heels. Still athletic in her mid-30s, Blom is known by her many friends and colleagues for bicycling in stylish dresses and 4-inch heels to business meetings and social engagements around her native Amsterdam. After her global search for the perfect heel yielded nothing that fit her exacting criteria, Blom cleared out her shoe closet, rolled up her sleeves and tapped into her innate Dutch innovative spirit with one goal in mind: to revolutionize the high heel for fashion and comfort.

Partnering with a 2nd generation orthopaedic shoemaker, product designers and Italy's finest craftsmen, Blom spent the next two years perfecting her heels, sharing her innovative designs and samples with a focus group of fashionable power women who provided invaluable feedback along the way. LINJA (Finnish for “line,” representing the aesthetic structure of her design), Blom’s Italian-crafted luxury heel brand, debuted in the summer of 2015 to instant acclaim among chic European women who, like Blom, yearned for an empowering yet feminine heel to take them from the office, to a lunchtime stroll, to an evening soiree, in comfort and classic style.

With thousands of women across the pond now loyal LINJA customers, Blom has turned her attention to the lucrative U.S. market, and the American women who buy more than five hundred million pairs of dress shoes each year. “The average American woman will buy 6 pairs of heels this year and, unfortunately, she’ll either sacrifice fashion for comfort or comfort for fashion,” says Blom, who adds that her 3D imaging iPhone app takes the guesswork out of finding the perfect fit. “My LINJAs are like no other heel on the market. They’re uniquely constructed to more evenly divide pressure across the base of a woman’s foot, with a hidden, super soft foot pad and the finest quality leathers and suedes. The result is a fashionable, empowering heel that my customers say makes them feel like they’re walking on clouds, from sunrise to sunset and beyond!”

LINJA’s Collection Overview -- Where Technology Meets Style & Comfort:

● LINJA takes innovative comfort to stylish heights, with the classic black collection, offered in 4 types of black leather, and 6 seasonal limited-edition colors, all in 3-inch and 4-inch heels.

● With women increasingly turning to technology to help them with their fashion choices, Blom is using her U.S. launch to introduce a new iPhone app that uses 3D imaging to measure a woman’s foot size. Scans take 3 minutes, and are stored in the LINJA app so women can shop repeatedly without rescanning.

● Customers can shop the LINJA collection’s range of 17 different sizes (including half sizes) directly online.

● All shoes are handmade in Italy. Delivery for the classic black collection is typically within two weeks. Delivery for the seasonal collection, as well as out of stock styles, is typically within six weeks.

To demonstrate the LINJA difference, on September 16th Blom walked a half marathon in Manhattan in a brand new pair of classic black leather 3-inch heel LINJAs, documenting and sharing her progress with her Instagram followers live. “They say that the street is a woman’s catwalk, and nowhere is this more true than in New York City,” says Blom. “It’s also true in New York that it’s not enough to talk the talk; you have to walk...
the walk. From Central Park’s Jacqueline Kennedy Onassis Reservoir, to the Flatiron District, to The High Line, to the Washington Square Arch, I walked just over 13 miles in my LINJAs, enjoying every step along the way. Our closets are full of pretty shoes, but comfort like this is unheard of. It’s time we challenged the status quo with heels that can go the distance, painlessly and stylishly.”

LINJA heels, priced at $339 plus shipping, are available online at www.linjaheels.com.
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