

Schuhhaus Müller – Regio-TV-Spot

Englisch

Traditionally regarded as a woman's weakness, they come in all colours, shapes, sizes and types: I'm talking about shoes. I don't know about you, but when I'm buying shoes I go for appearance first; comfort comes a very poor second.

"When we build a house, we need a structural engineer. But when it comes to shoes, we don't give a thought to our body structure. If the foot is compressed from the front, the whole centre of gravity shifts upwards. That's why shoes are so much more important than most people realise."

Herrmann Müller knows all about footwear. He owns the shoe shop Schuhhaus Müller in Messkirch. Founded in 1878 by his great-grandfather, it started out as a milliner's and top hat maker's.

"Our unique selling point is the extensive range of shapes we offer. We are one of the few shoes shops in Germany to offer twelve shoe widths, from extra-narrow to extra-wide, in oversizes and undersizes."

In order to determine the right shoe, Herrmann Müller begins by measuring my feet using a blueprint.

"If you look at the footprint, you can see there's a lot of pressure at the back here on the heel, and here in the toe area. Do you see?"

But the right and left foot are quite different.

"Exactly. That's why we make a footprint for both feet."

My shoes are too small, causing my feet to become compressed – a common problem. The foot curves upwards, which is why the area between the heel and ball leaves no imprint on the paper.

"But what's worse: if the pressure is exerted from the front, the heel bone rotates outwards. That puts an abnormal strain on the internal meniscus, so the second to the fifth lumbar vertebrae are constantly compressed along with the first vertebra at the top of the neck, because the whole centre of gravity moves upwards. Simply buying bigger shoes isn't the answer: they slip at the back because of my narrow heels. That's why Herrmann Müller's shoes are extra-narrow at the back, while leaving enough room for my toes at the front. They are specially made for narrow feet, which is the case in over 50% of women and approx. 40% of men.

"If you start wearing the right shoes, the foot will extend up to 4 mm within three hours. That's how quickly it flattens out again when there is no longer any pressure working against it."

A well-fitting, healthy pair of shoes can thus restore the feet to their proper shape. But that needn't affect their appearance, says Herrmann Müller. He offers a whole range of models in different colours.

"What makes us even more unique is that we sell all these shoes in fashionable styles. Because most young people tend to regard "comfortable shoes" as a frumpy product for the elderly and infirm, and don't want to be associated with the kind of shops that sell them."

In Herrmann Müller's book, it's OK to wear high heels now and again, but as a general rule we should always try to buy healthy, well-fitting shoes. After all, our feet are our foundation.