



Robert S. Schwartz, C.PED
President-Eneslow Pedorthic
Enterprises, Inc.,
CEO,

Email: rss@eneslow.com

Robert S. Schwartz, C.Ped, is president and CEO of *Eneslow Pedorthic Enterprises, Inc.* which operates *Eneslow, The Foot Comfort Center, Eneslow Pedorthic Institute (EPI)*, and www.eneslow.com.

Mr. Schwartz is a recognized leader in the footwear and footcare industries, and in his local community.

Eneslow is the fulfillment of Schwartz's vision to offer people the benefits of style, comfort, and healthy living. Eneslow is a full-scale pedorthic retail facility offering ready-made and custom-made footwear and related devices as well as education and training. Eneslow's retail **locations are in Manhattan** at the above address, in **Little Neck, Queens**, and on the web at www.eneslow.com.

Schwartz created the *Eneslow Pedorthic Institute (EPI)* in 1995 as an educational institute to further the cause of conservative foot care to health professionals and the public. EPI conducts their pedorthic pre-certification course twice annually at its facilities in Manhattan.

Mr. Schwartz is a past president of the *Pedorthic Footwear Association (PFA)*. He served on PFA's board of directors from 1980 to 1990, and as education chair from 1985 to 1993.

Mr. Schwartz is currently an *adjunct instructor* in the department of orthopedic sciences at the New York College of Podiatric Medicine (NYCPM). He participates on the faculty of Apex University, and on the advisory board of foot.com and Pedorthic Newswire. He has been a faculty member of the pedorthic programs at Ball State University, Northwestern University, New York University, UCLA, and the Shoe Service Institute of America.

He has published many articles on pedorthics and footwear which have appeared in *Current Pedorthics*, *M. Jahss: Foot & Ankle*, *Podiatry Management*, *Biomechanics*, *PM online*, etc.

He serves on the board and executive committee of *The National Shoe Retailers Association (NSRA)*, and on the strategic planning, and nominations committees, and as chair of NSRA's education committee. (www.nsra.org)

He is on the board of the *23rd Street Association*, a New York City civic and trade organization. (www.23rdstreet.org)

He serves on the board of the *Shoe Retailer's League*, an association of local shoe retailers.

He serves as *President of the Pedorthic Alliance (International Alliance for the Advancement of Pedorthic Education)* that represents pedorthic educators all over the world. (www.pedorthicalliance.org)

Mr. Schwartz has been a footwear and footcare industry consultant for many years. He has worked with many companies and organizations to enhance their business, product, and marketing development. Some of his clients have included *Dansko, Drew Shoe Corp, Holland Shoe Comfort, Silipos foot products, and Thorlo socks*. He currently consults for Foot Care Comfort Center in Tokyo, Japan and Aetrex Worldwide.



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...continued

A frequent lecturer to health professionals, footwear retailers and the public on retail, marketing, footwear and foot care, Schwartz's personal and professional mission is to help people improve the quality of their lives, particularly from the foot up.

For recreation, Mr. Schwartz is an avid runner, and enjoys playing tennis, softball, basketball, and golf. His current passion is growing plants and gardening.

Employment history:

1963-1973, International Playtex Corp, sales and marketing

1973-1982, Apex Foot Health Industries, owner, marketing director

1973-present, Eneslow Pedorthic Enterprises, Inc., owner, CEO

Education and certifications:

1962, B.S., Accounting, Syracuse University

1974, Certified Pedorthist (C. Ped), Board for Certification in Pedorthics



Justin Wernick
D.P.M., CPED
Medical Director,
Eneslow Pedorthic Institute (EPI)
jwernick@gmail.com

Justin Wernick, D.P.M., the *Medical Director* of the *Eneslow Pedorthic Institute (EPI)*, is a recognized leader within both the podiatric and the medical community at large. A podiatric physician since 1960, Dr. Wernick has been the recipient of many prestigious awards, including *Podiatrist of the Year* in 1975.

Dr. Wernick became Director of EPI in 1997 and has played a pivotal role in EPI's success since its inception. His duties as Director of EPI include educating health care professionals and the public about the role of proper footwear as an integral part of foot care and as an aid in promoting overall health and well-being.

Dr. Wernick oversees a multi-disciplinary faculty at EPI, consisting of *podorthists, endocrinologists, orthopedic surgeons, podiatrists, physical therapists, shoe designers, diabetes educators* and *others*. He conducts and oversees lectures, hands-on workshops, clinical practice sessions, and foot care forums covering all aspects of foot care. EPI courses have been accredited by the *Board for Certification in Podorthics*, the NY, NJ, and PA Podiatric Associations, the American Board of Certification in Orthotics, and various other institutions associated with foot care management.

Besides his work at EPI, Dr. Wernick does consultations and appointments at *Eneslow, The Foot Comfort Center*, the only retail shoe establishment in New York City with an on-staff podiatrist. In this capacity, Dr. Wernick acts as a liaison between prescribing physicians and Eneslow, recommending comfort footwear when appropriate. He also serves as *advisor to the Board Certified Podorthists* who comprise Eneslow's sales force.

In addition to his work at Eneslow and EPI, Dr. Wernick is a professor in the Orthopedic department at the New York College of Podiatric Medicine. He is the *co-founder and Medical Director of the Langer Biomechanics Group, Inc.* Dr. Wernick also writes extensively on foot health matters. "*Lower Extremity Function and Normal Mechanics*" and "*Understanding Biomechanics*" are two of his numerous publications. His diverse and innovative approaches to foot care management have gained noted media attention.

Locations

470 Park Avenue South, New York, NY 10016
212/477-2300 (tel); 212/477-2156 (fax)

254-61 Horace Harding Expressway, Little Neck, NY 11362
718-357-5800 (tel); 718-357-0531 (fax)
800-ENESLOW (outside NYC)
Email: info@eneslow.com
Website: www.eneslow.com

Established 1926

Eneslow (pronounced N-S-Low) has been in the business of comforting feet since 1926. **Robert S. Schwartz** is the President of Eneslow. In 1968, his family bought Eneslow from the founders: Nat and Sol Low.

Mr. Schwartz comes from a long line of foot comfort specialists, beginning with his great-great grandfather, a custom shoemaker in Hungary. Formerly President of the Pedorthic Footwear Association, Mr. Schwartz is currently a member of the pedorthic faculty at the New York College of Podiatric Medicine. In addition, he serves on the Board and is Education Committee Chair of the National Shoe Retailers Association and on the Board of the 23rd Street Association. Mr. Schwartz frequently gives lectures to health professionals and the public on foot disorders and has written extensively on all aspects of foot care.

Footcare Comfort Health

Eneslow, The Foot Comfort Center, provides total foot care for both normal feet and those suffering from common, and not-so-common foot ailments or injury. In addition to NYC's largest selection of comfort shoes, available in virtually every size and width imaginable, Eneslow offers orthopedic and therapeutic footwear, foot orthoses and related devices, and shoe modifications. **Eneslow's mission is to improve the quality of life, from the foot up.** Eneslow's staff of thirty five (35) includes fifteen (15) board certified pedorthists (C.Ped.), who are available to solve foot problems and fill prescriptions for the more than 200 doctors who regularly send their patients to Eneslow. Eneslow's on-site factory enables customers to have their shoes repaired, modified, or even custom made.

Medical Director:

Eneslow's medical director is Justin Wernick, DPM, C.Ped. Dr. Wernick is professor and past Chair of the Department of Orthopedic Sciences at the New York College of Podiatric Medicine (NYCPM). At Eneslow he oversees training and education to healthcare professionals and Eneslow's pedorthic staff.

Foot Care Events:

Eneslow hosts a series of foot-care programs and educational classes, which are open to the public and health professionals. Their annual Foot Health Awareness Month (May), and National Diabetes Awareness Month (November), are examples of the ways Eneslow works with the community to bring about improved foot care.

Free benefits to The Needy:

In addition to its retail services, Eneslow provides free footwear, socks, and insoles for relief workers, disaster victims, and the homeless. Eneslow offers customers incentives to bring in their old shoes and boots for distribution to agencies in the New York City metropolitan area, and worldwide.

Eneslow Pedorthic Institute (EPI):

The **Eneslow Pedorthic Institute (EPI)** was founded in 1996 to fill a gap in the understanding of the design, manufacture, modification, and proper fit of shoes and foot orthoses. EPI is an **accredited facility of the Board for Certification in Pedorthics**. EPI is led by its founder, Robert S. Schwartz, C. Ped., and Justin Wernick, DPM, C.Ped. Medical Director. EPI sponsors courses, conventions and seminars on an on-going basis. Most of the Board certified pedorthists in New York have completed course work at EPI.

Pre-certification Pedorthics Course:

EPI conducts pedorthic pre-certification courses in cooperation with the New York College of Podiatric Medicine. Dr. Wernick and Mr. Schwartz head up the multi-disciplinary faculty. The pedorthic pre-certification courses are designed to prepare an individual to sit for the Board for Certification in Pedorthics exam to become a certified pedorthist (C.Ped.).

ENESLOW.COM:

Eneslow's all-inclusive website provides visitors with a virtual tour of many of Eneslow's innovative products and services. Among the products featured on the site is Walking Balance Orthotics, a foot orthosis designed to work in high-heel shoes. Mr. Schwartz and a Japanese colleague invented it to provide relief from metatarsal pain and reduce toe cramping for women who wear high heels.

Business Hours:

Monday-Tuesday-Wednesday-Friday-Saturday: 9:00 AM to 6:45 PM
Thursday: 9:00 AM to 7:45 PM Sunday: 11:00 AM to 5:45 PM

**ENESLOW'S COMBINATION
OF FOOT CARE SERVICES
IS ALL-INCLUSIVE**

FOR IMMEDIATE RELEASE

Contact:

Dann Francis

Marketing Director

212-477-2300 x 210

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New York, NY -- Eneslow, New York's *only* full-service Foot Comfort Center, is so much more than a shoe store that the term is very nearly an oxymoron. Fourteen (14) Board certified pedorthists are on staff at Eneslow, working to provide solutions for every type of foot injury, disorder and discomfort. Eneslow's pedorthists fill prescriptions for professional quality foot orthotics, custom shoes and shoe modifications from the more than two hundred doctors who regularly send their patients to Eneslow.

In addition to its pedorthists, Eneslow's staff includes Justin Wernick, D.P.M., an award-winning podiatrist and past Chair of the Department of Orthopedic Sciences at the New York College of Podiatric Medicine. Dr. Wernick consults regularly with customers and serves as liaison between prescribing physicians and the other Eneslow personnel. Eneslow also staffs highly skilled orthopedic technicians who work in Eneslow's onsite factory to adapt existing footwear and orthoses to customers' needs and to create custom footwear and orthoses for those who require it.

Says Robert S. Schwartz, Eneslow's President, "We specialize in the design, manufacture, fit, and modification of shoes and related foot appliances as prescribed for the prevention and relief of painful or disabling conditions of the foot and limb. State-of-the-art materials and techniques have made it possible for us to provide greater foot comfort, pain relief, and total body wellness than ever before."

Eneslow has been comforting feet since 1926. In addition to therapeutic shoes, Eneslow sells NYC's largest selection of fashionable comfort shoes. Brands include SAS, ECCO, Mephisto, New Balance, Merrell, Aetrex, Alden, Rockport, Munro, mBT and many others. These stylish comfort shoes are available in virtually every size and width imaginable. Foot pads, inserts, callus protectors, arch cradles, night splints, and bunion cushions are just a few of the items on the comprehensive list of state-of-the-art orthopedic devices that Eneslow provides to ensure total foot comfort for those with both common and uncommon foot problems.

In 1996, the Eneslow Pedorthic Institute (EPI) was founded to provide education for the public and healthcare professionals who seek to learn more about foot care management. EPI, which is an accredited facility of the Board for Certification in Pedorthics, boasts a multi-disciplinary faculty led by Mr. Schwartz and Dr. Wernick and consisting of pedorthists, podiatrists, orthotists, and others. EPI offers its pedorthic pre-certification courses in cooperation with the New York College of Podiatric Medicine.

Eneslow is located in Manhattan at 470 Park Avenue South @ 32nd Street; in Little Neck, Queens at 254-61 Horace Harding Expressway @ Little Neck Parkway exit 32 off the LIE. Or visit the Eneslow website at www.eneslow.com.

New York, NY -- After 20 years at 924 Broadway, Eneslow-The Foot Comfort Center is moving to its new home at 470 Park Avenue South on the corner of 32nd Street. Conveniently adjacent to the 33rd Street, Number 6 IRT transit station.

Eneslow's big move is for the benefit of providing larger facilities to better serve our customers and our patients. With the move, Eneslow will add a childrens section and a fashion department to entertain those that are looking for something stylish and trendy as well as shoes that works well with your feet.

“Comfort is always in fashion at Eneslow.”



RETAILERS' MUST BUYS 28 AUGUST 2006

Comfort Powered by Fashion

The wedge renaissance has been like manna from heaven for comfort retailers, who applaud the ongoing “fashion-ification” of the category. On the men’s side, buyers say they have been underwhelmed with sporty sandal sales — and they are looking for alternatives. Perhaps because the segment is increasingly powered by well-to-do baby boomers, comfort retailers aren’t feeling the same economic pinch that their peers are — and they are crossing their toes in hope it stays that way.



Eneslow, New York

Bob Schwartz, owner/president

Store count: 2 (average 3,000 sq. ft.) **Open since:** 1926

Buying plan: “Open-toe footwear will dominate. Plus, wedges will continue to be strong and thong-type sandals won’t die, but we’re looking for more supportive versions. I’m moving my store to bigger quarters in September. We’ll be dealing with more dress-up and business shoes, and we’re going to more than double the men’s department.”

Hunting for: “To deliver as many high-grade comfort walking shoes as possible. I’m looking for the next MBT or Mephisto.”

Strategy shift: “Since we’re moving, we’re going to move slower on what we decide to buy for spring.”

Hottest spring '06 brands: “MBT, Mephisto and New Balance.”

Lesson learned from spring '06: “It was a reasonably predictable season. The story remains, ‘be true to your core values.’ People know we’re authentic and we stand behind what we do.”

Mid-year summary: “We’re up for the year in high-single digits.”

Fall forecast: “There’s optimism in a new store. We’re increasing our space and putting in new brands. There are still unknowns. Are my customers going to follow me and are they going to respond to the product lines? But I still expect a substantial increase in the business.”

Trend with five minutes left: “Basic comfort shoes are slowing down. The men’s sandal business went from a peak three years ago to being just ‘eh’ this year.”

Left to right: Pratik, inside Medi’s; Ken’s Delaney; Bob Schwartz; Mephisto’s Allrounder.

Strategy shift: “We tend to go for the safe bets and reserve a portion of our buy for taking risks, but I think we need to focus on proven profiles.”

Hottest spring '06 brands: “Bespuffed was a runaway hit. Pileoles, Ecco and Think! were also great.”

Lesson learned from spring '06: “Buying color was the No. 1 thing we did right and will repeat.”

Mid-year summary: “It’s been a good year. I think our business pattern has shifted a little. My instinct is that our locals are shopping more; weekdays have been surprisingly good.”

Fall forecast: “I feel fall will be very strong. Last fall, we had a tough time with boots, so we’ve brought in enough boots [this season] to have a good assortment but not be overstocked.”

Trend with five minutes left: “I think that the days of the super-low, value-conscious customer are over. There’s been a shift to an acceptance of you-get-what-you-pay-for, and the really premium comfort brands are helping [sales] of more medium-priced comfort brands.”

Next big thing: “Innovation is becoming very important. Case in point: MBT. Customers are becoming savvier about technology.”

Pegasus, Pegasusshoes.com, Cityworld.com, Woodstock and New York, N.Y.

Ken Supina, owner/buyer

Store count: 1 (average 1,500 sq. ft.) **Open since:** 1981

Buying plan: “We focus a lot on the internet. We’re seeking out

with Nike’s Cole Train, and we’re looking at Puma.”

Strategy shift: “The comfort category is trending younger and more fashionable. There are new players coming on board that are younger and have slimmer silhouettes, and we’ll be looking to add those.”

Hottest spring '06 brands: “Mephisto Allrounder, Cole Train’s W series, Michael Kors espadrille-wedges, and Donald Piner Pratik is a nice, unique line that isn’t overly distributed. We still feel ‘egg’ has legs.”

Lesson learned from spring '06: “The big trend has been soft-sole wedges.”

Mid-year summary: “From what I gather from reps, we’re doing alright. It’s fairly hot for southeast Michigan, supposedly I should be very happy with that. Our resort store is booming.”

Fall forecast: “We’re excited. We always try to pick some thing that won’t be found anywhere else.”

Trend with five minutes left: “Inexpensive rubber flip-flops — I can be honest — but see women wearing boots wear-round armchairs.”

Next big thing: “I’d love it to be a higher price point. I think the wedge profile will continue, and I see most of the brands trending younger and more sporty.”

Pedestrian Shops, Pedestrianshops.com,

Comfortablesshoes.com, Boulder, Colo.

Richard Paik, owner/buyer

Store count: 1 (average 1,000 sq. ft.) **Open since:** 1979

Buying plan: “The first thing we do is look at our women’s trend

Comfort Has A Long-Term Engagement on Broadway

On the busy corner of Broadway and 21st, Eneslow, The Foot Comfort Center has just completed a year of renovation. Green banners flutter proudly outdoors and can be seen from both sides of the store. Large display windows show off an expanding selection of comfort shoes. Eneslow has been selling comfort shoes in this neighborhood for over 72 years and on this particular corner for over 12 years. But some New Yorkers who pass this corner every day are noticing it for the first time.

Eneslow is actually much more than a shoe store, it is indeed a "foot comfort center." Its two floors include a factory where shoes are modified, repaired, or custom-made and a clinical setting in which certified pedorthists work with customers, many of whom have been referred by doctors. It's a foot health care store providing a spectrum of over-the-counter foot care products. And of course it's a shoe store, stocking hundreds of comfort brands and styles in widths from AA to EEEEEEE, in women's sizes up to 12, and men's up to 16. When no one else can fit you, Eneslow is where you go. "We are often the place of last resort for customers with hurting feet," says Robert Schwartz, owner and central personality of both the Eneslow store and his self-styled Eneslow Pedorthic Institute, which sponsors lectures, workshops, and seminars on foot care for professionals from several disciplines.

New York City is the walking capital of the world. A whopping 25 percent of New York's population use foot power as its main mode of transportation. Perhaps more feet pound the pavement on this island than anywhere on earth. That adds up to a lot of hurting feet.

**"Treat your feet like
you'll have them
for a lifetime."**

A visit to Eneslow is a process that may take somewhat longer than your average shoe shopping experience. First, you talk about your foot problems with a pedorthist. Then the pedorthist examines your feet and starts the process of fitting footwear for your specific needs. It's a progressive search for solutions; customers are neither rushed, nor pressured.

That said, for repeat customers, it may be a quick stop, such as running in to get another pair of the same comfort sandals you just bought days ago, only perhaps in a different color.

Pedorthics is the "design, manufacture, fit, or modification of shoes and foot orthotics to alleviate pain associated with disease, injury, or overuse," explains an industry definition. In essence, pedorthists fill the "prescriptions" of doctors much as an old-style pharmacist formulated medicines from the pharmaceutical ingredients he stocked. But the pedorthist must be creative, modifying existing footwear or fashioning custom footwear for foot disorders or deformities, whether it's



bunions, insensate diabetic feet, leg length discrepancies, or heel pain, can be an art form.

At Eneslow, The Foot Comfort Center, along with an updated decor and new comfortable chairs, you can see the excitement found these days wherever comfortable shoes are sold. People want something new; comfort that looks good too. And because more choices are available, customers can get both. And happy customers return again and again.

In the new, well-lit display shelves on the first floor is plenty of EuroComfort: Avang, Beautifeel, Birkenstock, Clarks, Dansko, Durea, Ecco, Finn Comfort, Haflinger, Mephisto, Paul Green, Salamander, Stonefly, Sudini, Theresia, and Wolky to name a few. And plenty of American Brands: Alden, Allen-Edmonds, Drew, Hush Puppies, Munro, New Balance, P.W. Minor (Xtra-Depth), Rockport, SAS, Saucony, and Zeeta. These are just some of the offerings; the store features over 55 brands of footwear and foot care devices.

Eneslow is about comprehensiveness, so you can also find foot appliances and accessories: footpads, inserts, and orthotics, files to remove calluses, leather care items- anything a foot or shoe might need.

And if it's bargains that you are

**At the Outlet Center,
footwear is priced
from 20% to 50%
off of regular retail
prices.**

looking for, look no further than the Eneslow Outlet Center on the second floor. The Outlet Center features quality brands of men's and women's footwear at tremendous savings. Footwear is priced from 20% to 50% off of regular retail prices. The second floor acts as a clearinghouse for the first- merchandise drops in price steeply as it climbs the stairs. The Outlet Center also features moderately priced footwear lines not found on the first floor such as Dockers, Clarks, and Dexter for men and Rockport, Aerosoles, and Selby, for women, to name a few.

"Beyond all the clinical stuff- the measurements, the modifications, the terminology- it's about realizing that our feet are very alive," muses Bob. "We should view them as a functional and dynamic part of ourselves- the same as we view our hands- not as some rock that sits inside a shoe down there." Feet that have been encased in unyielding, constricting shoes for years have not been able to properly move and flex, which can lead to all kinds of biomechanical problems. "Often, I need to get customers to throw out all their previous ideas about shoe fit," explains Bob. "For instance, most women assume that if their heel slips in the shoe, the shoe is too large for them; which may not be the case at all. Foot muscles may be weak from aging, or wearing unrealistic heel heights or inflexible shoes. When walking in a less flexible shoe, the foot moves (as it must) but the shoe doesn't. Hence, the heel slips out."

Then Bob says something that may seem strange coming from a shoe man. "Every chance you get," intones Bob passionately, "get out of your shoes. Walk barefoot. Let your feet work and move as nature intended. When you put them into shoes, remember the reason to do so: for protection from the environment. But don't allow shoes to take away your sense of freedom." Finally, he offers one last piece of advice: "Treat your feet like you'll have them for a lifetime."

Adapted from Stride Magazine



EDITORS' CHOICE

Get Radiant Skin With the BEST Natural Products

2nd Annual

SELF Fitness Kit

- Get the Body You Want
- Tips For...

STYLE

Why I Love Shoes

Shoe Renewal

You're at a flea market when you spot the quintessential pair of vintage oxfords. They look like new, they cost 10 bucks and — magic words — they fit. The leather lining is cracked and dry, though. What to do? Buy the oxfords and send them to Eneslow, The Foot Comfort Center, a 71-year-old footwear store with a subspecialty in refurbishing and customizing like-new, vintage shoes. Eneslow's experts do everything from stretching (\$12) to relining old leather (\$75). They add tongue pads, punch in extra eyelet holes, do dye jobs, build more-supportive foot beds and change heels. Eneslow also makes the shoe-renewal process cushy. Just send your prized pair to its New York City headquarters for a free price quote. If you're nearby, check out the second floor, a repository of divinely comfortable, never-worn shoes, slippers and boots from the Forties through the Seventies. For more information, call 212-477-2300. —LINDA DYETT

SECRETS

MARCH 1998 U.S. \$2.50
CANADA/FOREIGN \$3.00



The New York Times

THE NEW YORK TIMES METRO THURSDAY, DECEMBER 15, 1994

Suffering Soles: Shoes for All Shapes and Sizes, Except Those Made of Clay

By BRUCE WERBER

It's a place where a person tends to move around slowly, making noises like an overweight uncle struggling to get up off the living room sofa. The grunts, the sighs, the tentative wobbles in the name of ambulation. But for all that, the Eneslow Foot Comfort Center in Broadway and 21st Street in Manhattan manages a pretty cheerful atmosphere.

It's not the grayish, slightly clinical decor or the familiar half-leathery, half-suede scent of new shoes and old feet. Maybe it's because misery loves company. After all, whose feet don't hurt?

On a recent lunch hour, for instance, Judith Sacher of Brooklyn sat in the store, wiggling her toes happily in a new pair of shoes on her problem feet. "I love a thin foot," she said, "and I need extra padding." An Eneslow customer for five years, she added: "I don't know what I'd do without them. Yes, I do. I'd be in pain."

December is walking season, of course, what with all the window shopping and actual shopping going on. And New York City, with its miles and miles of pavement and its crowds of people in a hurry, is the nation's walking capital, the home of more-weary soles than any other

city. Not to mention bunions, hammies and the various megaterrans of the metatarsals.

The field is known as podofarics, which Nancy Halperin, a spokeswoman for the Podiatric Footwear Association, a trade group in Columbia, Md., defined as "the design, manufacture, fit or modification of shoes and foot orthotics to alleviate pain associated with disease, injury or overuse."

Though there are a variety of places in town where the limp and blistered can seek relief in footwear, podofarics are practiced at Eneslow to the exclusion of all else. Six of the city's 20 or so board-certified podofarics are on staff.

At Eneslow, you don't find a prosthetics department, as you would at Armed in Manhattan and Brooklyn and on Staten Island. You don't find the kind of fashionable European styles that are featured at Yorkie Fashion Comfort Center on East 55th Street. (Barbara Walters owns five pairs, according to co-owner Arnold Krutetz.)

Nor is it's custom business fancy-shmancy, the way it is at Tru-form on Third Avenue on the Upper East Side, which made Whitney Houston's wedding slippers (she has very thin ankles and a long foot) and

fourth-generation Schwartz in shoes, his great-grandfather having been a Hungarian cobbler. His father, who had been in the arch-support business, bought the Eneslow franchise, which was founded in 1976 by the Low brothers, Nita and Sol, in 1968. There were once eight Eneslow stores in the city. But a cutback in orthopedic Medicaid benefits and, in the 1980's, a move away from comfort in footwear toward fashion, Mr. Schwartz said, contributed to his consolidating in one Manhattan store. His brother, meanwhile, is an orthotics master in New Jersey.

Indeed, like many in the trade, Mr. Schwartz, an earnest East talker, is a bit of a realist, though he waxes more poetic than most. "Da Vinci called feet 'an engineering miracle,'" he said. "You read about feet and what they do; they literally ground us to the universe. Without them, we don't touch the earth. And yet we spend a lifetime abusing them."

A few of the abuses happened to be in the Eneslow store as Mr. Schwartz spoke: Alex Sostarsnik, a 47-year-old treasurer of an apparel company, for example, who several years ago broke a bone in his foot while fishing. It never healed properly, and he came to Eneslow for relief rather than accept a doctor's

recommendation for surgery. "He said to me, 'Do you want it to look nice or feel good?'" Mr. Sostarsnik said, referring to Mr. Schwartz. "I said, 'Feel good.'"

That was about three pairs of shoes ago, and today he was back socking to replace the bulbous-toed business shoe that had become too loose. Mr. Schwartz said he should repair the shoes, not replace them, the soles need widening is all.

"There's a case where there's nothing wrong except that the man's body is too broad for his feet," Mr. Schwartz said.

And then there was Carol Giraziano, a saleswoman who sprained her right ankle in the spring and whose feet have been killing her since.

"I can't wear heels yet," she said. "The holidays are coming, so I need a low heel."

From a salesman, Raul Davila Jr., who is a certified podofaricist, Mr. Giraziano learned she needed more support for her feet than she could get from an ordinary pump, and he suggested a shoe that would help align her knee and her ankle, not the orthopedic pump she was interested in, but something with a strap.

Looking on, Mr. Schwartz shook his head. "She has problems," he

recommended for surgery. "I said to me, 'Do you want it to look nice or feel good?'" Mr. Sostarsnik said, referring to Mr. Schwartz. "I said, 'Feel good.'"

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From a salesman, Raul Davila Jr., who is a certified podofaricist, Mr. Giraziano learned she needed more support for her feet than she could get from an ordinary pump, and he suggested a shoe that would help align her knee and her ankle, not the orthopedic pump she was interested in, but something with a strap.

Looking on, Mr. Schwartz shook his head. "She has problems," he

said. "Her left foot only has four toes, and there are hammertoes on the other one. The shoes she came in wearing are narrower than her feet. The arch is pronating—rolling over—which is creating an extra strong force on the ankle."

But, he said, "She's totally not interested in anything but a pair of shoes."

Indeed, Mr. Giraziano decided on the orthopedic pumps.

"Not everybody is ready for what we do, so we sell them what they want," Mr. Davila said. "But they usually come back."

Flipping her toes in her new shoes, Ms. Giraziano smiled and proclaimed herself comfortable.

"Now," she said to Mr. Davila, "if you can only get me a date for Saturday night."

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 924 Broadway (21st Street)
 New York, N.Y. 10010-6007
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MARKETWATCH



Walking Balance, a foot orthotic from Eneslow, makes it possible for women to wear high heeled shoes for extended periods without suffering from foot cramping. It has a thin profile and takes up very little room in the shoe. The Walking Balance retails for \$45. US and can be ordered by contacting Eneslow at 212-477-2300.

COMFORT

The Comfort Doctor

Eneslow's pedorthics focus is giving the retailer an edge.

When it comes to pedorthic footwear, Robert Schwartz is the doctor in the house.

Schwartz's store — Eneslow, The Foot Comfort Center — has been offering pedorthic shoes and comfort looks since it was founded in 1926 by Nat and Sol Low. But Eneslow, at 924 Broadway in New York, goes beyond the usual pedorthic repertoire.

A certified pedorthist, Schwartz employs a staff of seven, along with trainees at the store. Schwartz organizes classes and conferences on foot problems through his organization, Eneslow Pedorthic Institute, which offers courses for students and retailers. Currently, the retailer is coordinating a two-week pedorthics course from Aug. 16 to 29. This pre-certification course, offered at the New York College of Podiatric Medicine, will cover fitting and measuring shoes.

For Schwartz, the pedorthic focus is essential in the shoe business. "It's the heart of the whole thing," he said. "In a technical field, it takes training and education to have product knowledge, because you have to understand how a foot functions...how a shoe functions."

Eneslow's 4,000-square-foot main floor is designed with the

store's 35-year-old clientele in mind. "We are inviting people to come in and stay awhile, and so it can't be too frenetic," Schwartz said. Blond-wood walls surround the well-spread chairs on the main floor, and TV's broadcast CNN and Eneslow marketing programs.

Upstairs, an outlet features special deals, while an 800-square-foot factory at the back of the store produces orthotics, as well as custom-made and remodeled shoes. Such service has helped Eneslow develop into a destination store. "It's like bringing the doctor's office into the reception room," said Schwartz.

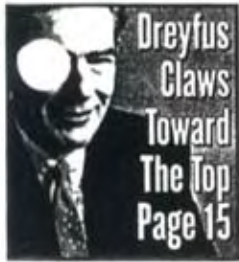
Schwartz said Eneslow racked up \$5 million in sales last year, as customers flocked in to buy brands such as Durea, Drew, Alden, New Balance, Mephisto, Ecco, SAS, Munro, Theresia, Rockport and Clarks. Schwartz continually updates his inventory, steering clear of pedorthic shoes that "look like my grandmother's shoes... We have proven you don't have to look orthopedic to be orthopedic."

Schwartz, who also serves as CEO of New York-based Holland Shoe Comfort, said he believes pedorthic shoes not only are needed "desperately" in the United States, but may also help independents compete.

— Simon Butler



Eneslow's factory at the back of the store provides custom services.



CRAIN'S



Vol. XIV, No. 3

www.craainsny.com

NEW YORK BUSINESS®

January 19-25, 1998 Price: \$2.50

NEW YORK, NEW YORK

edited by Steve Malanga

OTHER SHOE READY TO DROP?

New York state's shoe retailers, buoyed by their participation in tax-free shopping week, are making another effort to get their products attached to the legislation that will eliminate the sales tax on some apparel sales starting in 1999.

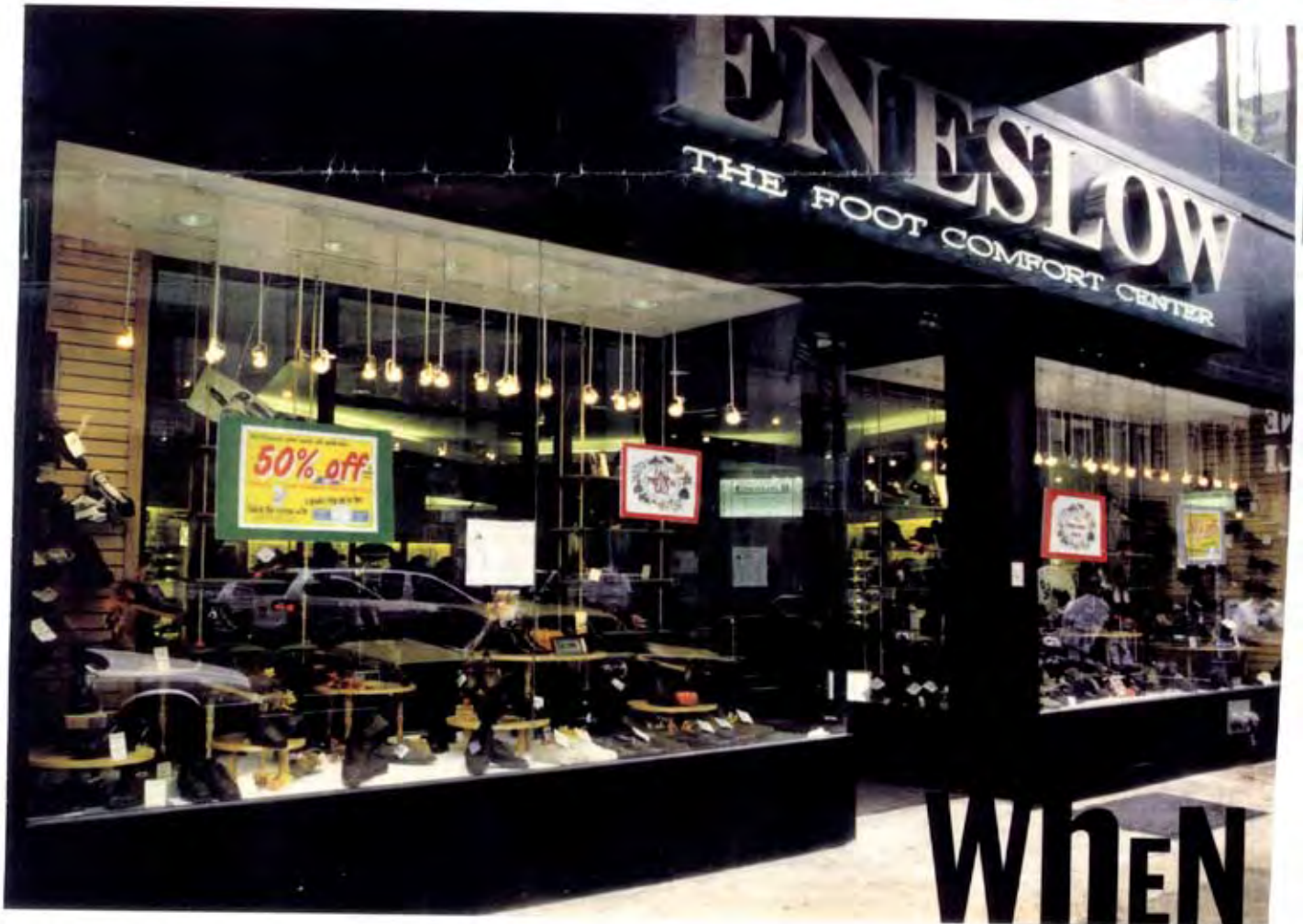
This week, retailers will be gathering at a meeting in Brooklyn called by state Sen. **Vincent Gentile** to push the issue. The senator has reintroduced a bill that would eliminate the sales tax in New York state on clothing and shoe purchases under \$500.



Last year, New York state legislators passed a bill that erases the tax on purchases under \$100, but not on shoes. Many retailers think that the bill doesn't go far enough and are pushing Mr. Gentile's version. They are bolstered in their hopes by Gov. **George Pataki**, who declared this week tax-free for purchases up to \$500. The governor also included shoe retailers in his program for this week.

"The last time we were included in one of these tax-free weeks, our sales doubled," says **Robert Schwartz**, president of Eneslow, a Manhattan shoe retailer who has been spearheading a drive to broaden the legislation.

WITH A 72-YEAR TRADITION OF TOTAL
FOOT HEALTH AND QUALITY SERVICE BEHIND IT,
ENESLOW, THE FOOT COMFORT CENTER,
IS RIDING THE CREST OF THE COMFORT TIDAL WAVE
BY SOOTHING NEW YORKERS ACHING FEET
WITH FASHIONABLE FOOTWEAR. BY DEBRA GOLDBERG



32 FOOTWEAR

In New York City, where fashion rules, Robert Schwartz, owner of the Eneslow Foot Comfort Center, is the king of comfort. And despite all of the industry's ups and downs over the years, Eneslow has been able to carve its comfort/fitness niche amidst the fashion gods of footwear retailing. In fact, business has never been better—up 30 percent for two years in a row. The reason? For the first time since Schwartz bought the business, from Nai and Sol Low in 1968 (then called N.S. Low), an exciting mix of style and substance—spurred by the comfort footwear revolution—happily coexist in one divine location at 21st and Broadway.

The industry has seen it coming for some time now, this marriage of design and comfort, and stores like Eneslow, where foot health is paramount, are reaping the benefits. What drives its success is a willingness to educate the consumer about their options and, in return, the consumer's willingness to listen as they have suffered the ill-effects of poorly fitting footwear long enough. "Getting people to see that presentation, their image and their self-esteem, is being supported by shoes that are also good for them is our job," Schwartz says. A job, he notes, that is being made easier as an increasing number of suppliers come to market with legitimate comfort footwear in fashionable styles. According to Schwartz, in previous years his store couldn't offer tailored footwear because the styles just didn't fit his customer, who is generally wider than medium. Either the toe box was too shallow or too narrow, or the heels fit too narrow or were too high. "Now, fashion has allowed for the wider toe, the deeper toe, the lower heel, the broader heel—so we've got the tools," he says, pointing to a pair of young European women wearing black oxford walking shoes as they browse through the store on a late summer morning. "It's the Dr. Martens revolution. When you look at young women in our store, you see lots of shoes that look like that."

Schwartz credits, in particular, high-end footwear brands like Mephisto, Durea, Bassinet Freedom and Salamander with facilitating the takeover of more fashion-conscious consumers to the comfort arena. "Before

Mephisto, we really had no high-grade footwear," he notes. "The difficulty for us in the past was that there was no product for a comfort and pedorthic retailer to really do volume." But it wasn't a case of not trying, as Schwartz says his store always looked for comfort brands, citing Rockport and Clarks as two suppliers he embraced upon their entrance into the market. "We were always ready for what became available, and between 1991 and 1994 more and more product became available."

The proliferation of new brands has also facilitated a dramatic shift in Eneslow's customer base. Ten years ago, Schwartz maintains, the typical customer was a 60-year-old "matron" who had spent so many years punishing her feet in high heels that she could barely walk anymore. Now, the 35- to 50-year-old customer has become the store's primary audience, representing about 40 percent of its female business (two-thirds of Eneslow's business is in women's). He says this woman works out at a health club or walks for exercise, and is interested in comfortable shoes because they contribute to her quality of life. "She's totally unwilling to put up with the pain and discomfort because it's preventing her from living her life," he says. Even the 55- to 60-year-old woman is "younger" because she leads a more active life, is more fashion conscious and more likely to be a professional rather than a housewife. Schwartz asserts that today's female customer wears a pump occasionally, but when she does, it's an inch-and-a-half heel with a thick sole and a round or square toe—not pointy.

With more women wearing comfortable shoes, it's no coincidence that Eneslow has experienced explosive growth over the past three years. The success, however, marks a sharp contrast compared with the previous ten years, as Schwartz was forced to close down multiple units in a once-sainthood-plagued city. Many of the stores were located in lower socio-economic areas where residents couldn't afford his inventory. Not only was it difficult reaching his target audience in those days, but Schwartz says he was one person owning and running eight stores without the proper infrastructure for growth. "I didn't have an organizational system in place," he admits.

The tide began to turn, however, in 1991 when "the Birkenstock revolution hit." Then, about two years later, Mephisto and Enes arrived. But Eneslow's definitive moment came when *The New York Times* published an article about the store on December 15, 1994. "That changed everything for us because it created awareness for us in the New York population—who we are and what we stood for. People just responded immediately, and our business went up 50 percent," says Schwartz. The impact was so great, that in a four-month period, he went from barely being able to pay his bills to actually making money.

What's In Store

Helping Schwartz earn his money is a most extensive selection—close to 1,000 SKUs and width ranges from narrow to extra extra wide—covering every footwear category from boots to sandals. But it's not just a case of quantity for quantity's sake; there's a reason for such a broad selection. For example, Schwartz says what one might call a slipper, he calls an exercise sandal. "We try to get people into our slippers, which are actually therapeutic, to improve the quality of their lives and have their feet functioning in the house," he says.

Whatever the SKU, in order to make it onto the Eneslow wall, it has to meet strict comfort standards. Literally every shoe brought into the store is tested to ensure that it meets "basic fundamental requirements of support, shock absorbency and fit." If those three criteria are met, Schwartz determines whether the style is needed to fill a category void, whether it enhances the store's size and width selection, or whether it might be a good replacement for something that's "slipping." Should a style fail to sell well, it's shipped up to the store's second floor outlet center where opening price point brands such as women's Rockport, Easy Spirit and Naturalizer are also able to compete. The extra space allows Schwartz to run at a closer markup than on the main floor, so he can afford to offer the customer better value, buy close-outs, run promotions and clean out inventory. The second floor stock also allows the store to compete with a wider range of

footwear retailers, since Schwartz considers his competition to be any Manhattan retailer who sells the same brands he does.

Inventory is restocked anywhere from once a week to once a season, depending on how important the brand is, how available the product is and how well the inventory is managed. "We're not always as on top of it as I would like us to be, that's the struggle," admits Schwartz.

Despite the aches and pains of managing a growing retail business, he is adamant that independent retailing is a great place to be and still has plenty of advantages over today's mega-chains. "We're quicker to make changes, we're more loyal to our vendors and we really can market it. We can be more segmented and focused, which is something bigger organizations can't possibly do," Schwartz claims. He is quick to add that his relationships with vendors are critical to his success, with the best partners offering cooperation on a partnership level through good times and bad. He cites Clarks and pedorthic vendors such as P.W. Minor and Drew as outstanding in their approach to the retail/vendor relationship, as well as Munro, Dansko, Mephisto and New Balance. "More of our vendors that we deal with are looking for business partnerships to enhance their business with us," he says. "Even though we're just one store, because we stand for what they need us to stand for—image, quality and all those things that can help them—they can go to other retailers and say, 'Hey, this is what we do with Eneslow and it's worked, and we'd like to do it with you as well.'"

It's the Fit

Eneslow's forte is fitting each and every customer. The philosophy, taking into account that an estimated 90 percent of foot problems result from improper fit, is that comfort begins with—you guessed it—the right fit. Accordingly, that's the 50-strong Eneslow staff's number-one priority. "We evaluate our customer's footwear, their gut and their pedorthic needs," Schwartz explains. "You come in for a pair of shoes and you come out feeling better." As many comfort footwear experts know, feet get bigger as people age, yet Schwartz says many ▶

THE ShoE store Fits

When The Shoe Store Fits

consumers continue to buy the same size, even though the shoes don't fit them anymore. "They think it's a fate they have to live with that their feet need to be squeezed into shoes, rather than wear roomier shoes," he says.

The next step for the Eneslow sales team is matching the customer's foot with a style that supports and matches the foot shape "without it looking like a space shoe or like an orthopedic shoe." That, says Schwartz, is the role of one of the store's eight certified on-site podiatrists. "We match foot shapes with lasts and styles that fit well and have enough support to accommodate the needs of the foot in ambulation and walking and activity. The shoe more than just surrounds the foot, it also functions to support the foot in normal use." Finally, there is the matter of what shoes are for, and that's where the fashion versus function debate comes into play. Exactly how does one create a pair of functional shoes that are also a fashion accessory? Schwartz says the answer starts with a lifestyle evaluation, matching activity-appropriate apparel and footwear. "If you're working in an office, you need to wear clothing that works and footwear that supports it. But we don't have to be in high-heeled pumps or shoes anymore. We can still wear a slip-on or a lace-up

that's fashionable but fits our feet, has enough support, etc."

Providing the proper fit is the real key to Eneslow's long-term success. "Our reputation is what has done it for us," Schwartz declares. "If we can take care of the worst [medical] cases, we can take care of you." To this end, Eneslow remains a destination store where 80 percent of the business is referrals from other customers.

Eneslow's level of service is achieved, in part, by holding education seminars every Wednesday morning before the store opens. Employees also attend external training programs, including the National Shoe Retailers Association's ongoing educational efforts in customer service, marketing and inventory management. Employees are promoted from within, and all the store's managers have worked their way up from entry level positions and completed management training programs. "Every one of our management staff has to go through a podiatric training program and has to be able to take care of people's feet," Schwartz says, noting that includes his buyers and merchandisers. "My biggest competition comes from my ability to deliver the services up to the standards that we say we offer," he continues. "If they [the staff]

Continued on page 27

The other Side of Comfort

At the rear of the Eneslow Foot Comfort Center, behind the double doors and away from the prying eyes of customers, there is a flurry of activity. Men in white coats are hammering, sewing and polishing what look to be various types of footwear from another dimension. This is Eneslow's factory and repair shop—the nuts and bolts of the podiatric operation—where shoemakers craft custom-made shoes or modify styles right off the shelf according to the special size and fitting needs of customers.

On this particular weekday morning, one of the staff is widening a 4E shoe into an 8E by splitting it open at the bottom and adding a new sole. Another staff member is putting the finishing touches on a three-inch heel lift, which doesn't weigh more than a couple of ounces. Then there's the shoe made from scratch with built-in orthotic features and a custom leg brace attachment. "Seventy-two years in business, filling doctor's prescriptions, having things besides footwear, being able to customize, custom-making for the needy," Robert Schwartz, owner, proudly says of his facility, which is accredited by the Podiatric Footwear Association. "You come in for a pair of shoes and you come out feeling better. That's not something you can get everywhere." Now, he adds, many of these special customers, many of whom suffer from diabetes, have fashionable options for the first time.

In fact, as part of National Diabetes Month this November and Schwartz's second-annual Eneslow Podiatric Institute (EPI) conference, one of the topics will be a diabetic footwear seminar for health professionals. "The Diabetic Foot: Conservative Management of Wounds & Disorders" is

Continued on page 27



WHEN THE SHOE STORE FITS

Continued from page 14
don't do it to the standards, that's what really causes me the greatest competition."

The sales floor is run on a commission-only basis, for Schwartz believes that associates are more productive in a competitive setting where they are directly rewarded for their productivity. "The best people aren't short-changed while the mediocre people are making more money," he explains, adding that the system also defines that bottom 20 percent who don't have long-term potential because they are not productive. Schwartz notes that some employees tend to be more productive either in a pedorthic setting or a service retail setting, and since the store houses both formats, he's able to segment his staff based on its strengths.

**Good times,
Bad times**

Eneslow has its share of difficulties—like when vendors offer special promotions to bigger retailers, which undermines the store's ability to compete—or when suppliers neglect to maintain their pricing policies, selling to discounters and thereby diluting the brand's image. Then there's the vendors who have more of a top-down marketing strategy, dictating to Eneslow what "they want to do and what they want us to do, rather than working together to create mutual marketing concepts." Throw in the Big Apple's high rent, taxes, labor and inventory costs, and it's difficult to run a business—even when you're doing well. According to Schwartz, the inherent uniqueness of his store demands teamwork and flexibility, from running promotions to flexible financial arrangements. "It's always a balance," he muses.

Still, Schwartz believes that the late '90s are a vibrant time economically, and that Americans are optimistic about the future, particularly in the New York market, where people appreciate service and quality. "Footwear today is a commodity," he says, "and in order to not be in the commodity business you have to offer value-added services and ben-

efits that a customer can say, 'My life is changed because of what happened to me. That pair of shoes is something that has really provided that for me.'" Over the next five years, Schwartz foresees even more consumers turning to the comfort sector for footwear, due to the arrival of yet more European brands and the development of the Far East as a resource for low-cost comfort

manufacturing. He also predicts that there will be additional formats similar to Eneslow opening as pedorthists and other foot health professionals increasingly work together in retail settings. "The foot is going where eyes went, to where pharmacies went. Retailers will run the retail end and they'll have professionals [running the clinical side]," Schwartz promises. *EW*

THE OTHER SIDE OF COMFORT

Continued from page 14

one of several EPI seminars, which include topics on orthotics, reflexology, foot massage and patient self-help techniques. EPI was created to educate health professionals about how proper footwear is an integral part of foot care. Eneslow also runs other health-related events for the public throughout the year, including free foot massage and chiropractic evaluations, a shoe drive for the homeless during the winter, and National Foot Health Month events in May.

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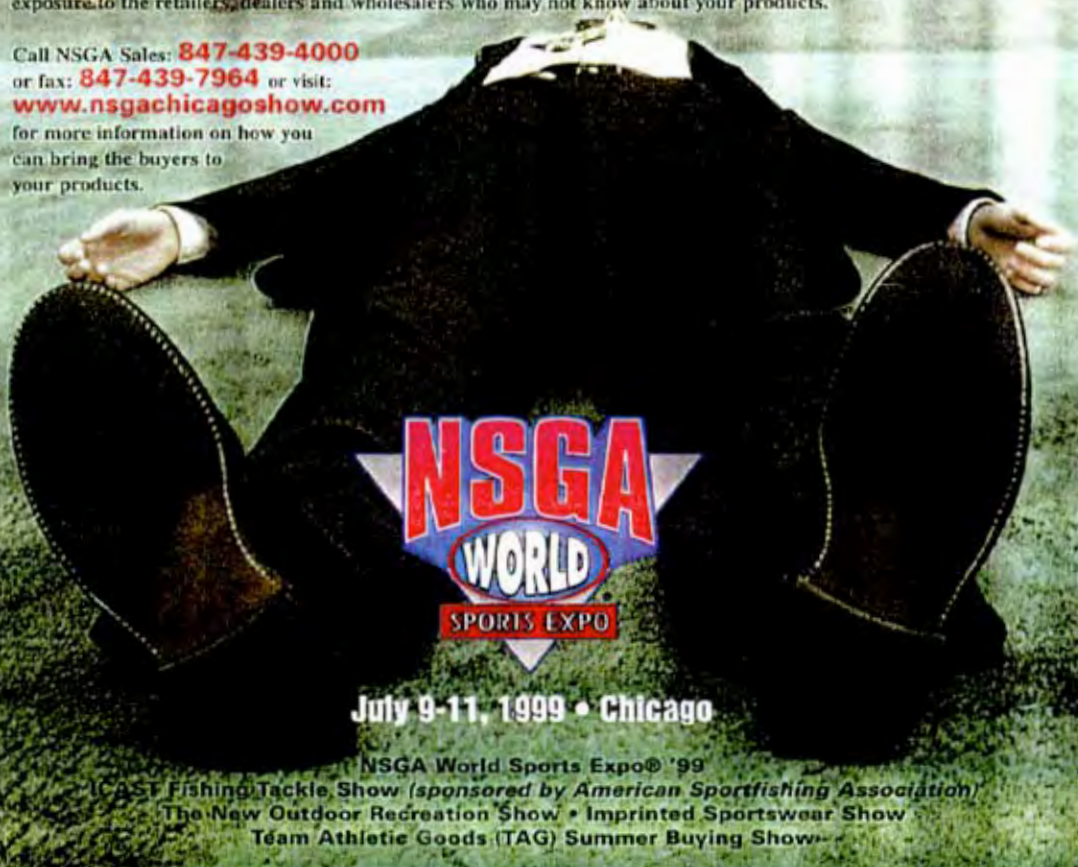
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Comfort Has a Long-Term Engagement on Broadway

In Manhattan if your feet hurt, hail a taxi to 21st and Broadway. Robert Schwartz and a staff of 32, including eight certified pedorthists, await you at the Eneslow Foot Comfort Center.

by Elizabeth Black

On the busy corner of Broadway and 21st, Eneslow Foot Comfort Center has just completed a year of renovation. Green banners flutter proudly outdoors from two sides of the store—both on Broadway and 21st Streets. Large display windows show off an expanding selection of comfort shoes. The store has been selling comfort shoes in this neighborhood for nearly 70 years and on this particular corner for almost 12 years. But some New Yorkers who pass this corner every day are noticing it for the first time.

Eneslow is actually much more than a shoe store; it is indeed a "foot comfort center." Its three floors include a factory where shoes are modified, repaired, or custom-made and a clinical setting in which certified pedorthists—trained in prescription shoe modifications and fitting—work with customers, many of whom have been referred by doctors. It's a home medical supply store providing a spectrum of over-the-counter foot care. And of course it's a shoe store, stocking hundreds of comfort brands and styles in widths from AA to EEEEE, in women's sizes up to 12, and men's up to 16. When no one else can fit you, Eneslow is where you go. "We are often the place of last resort for customers with hurting feet," says Robert Schwartz, owner and central personality of both the Eneslow store and his self-styled Eneslow Pedorthic Institute, which sponsors lectures, workshops, and seminars on foot

care for experts from several disciplines.

New York City is the walking capital of the world. A whopping 25 percent of New York's population use foot power as its main mode of transportation. Perhaps more feet pound the pavement on this island than anywhere on earth. That adds up to a lot of hurting feet. "New customers find us through the Yellow Pages, and they come from all over the world. It's amazing some days," says Schwartz, who just finished serving a customer from Russian Georgia. Schwartz can list his share of celebrity clients—artist Helen Frankenthaler, Dominique Dawes, Robert DeNiro, and Ben Vereen, to mention a few.

A visit to Eneslow is not a quick browse. It's a process. You come in. You sit a spell. You talk about your foot problems with an expert. You ask questions, you explore. Then maybe you start being fitted. It's a progressive search for solutions. And there's no need to rush.

That said, for repeat customers, it may be a quick stop, such as running in to get another pair of the same comfort sandals you bought just days ago. "It's not uncommon for a customer who has found the shoe that fits just right to come in and order several pair in different colors," explains Schwartz.

Schwartz loves to talk about his profession. Pedorthics is the "design, manufacture, fit, or modification of shoes and foot orthotics to alleviate pain associated with disease, injury, or overuse," explains an industry definition. In essence, pedorthists fill the "prescriptions" of doctors much as an

old-style pharmacist formulated medicines from the pharmaceutical ingredients he stocked. But the pedorthist must be creative, modifying existing footwear or fashioning custom footwear for foot disorders or deformities, whether it's bunions, insensate diabetic feet, leg length discrepancies, or heel pain. Schwartz is a past president of the Pedorthic Footwear Association and has been active in building that organization as well as promoting the profession through his Institute.

Most pedorthists work in a clinical setting, explains Schwartz. But the eight board-certified pedorthists at Eneslow work in a retail setting that opens up far more possibilities for doctor-referred patients, as well as customers who simply walk in off the street looking for relief.

Bob Schwartz is a fourth generation pedorthist. His great-great-grandfather made custom shoes in Hungary. Bob's great-uncle, armed with the family profession, immigrated to America and went to work making custom arch supports in the office of an orthopedic surgeon. Bob's father, Paul Schwartz, joined his uncle's business in 1936. In the '30s, it seemed to Paul that foot care was a depression-proof business—feet always hurt. So he founded Apex, a company that makes foot orthotics. Its ready-made Lynco orthotic line, developed to address heel pain and ball of foot pain, is of course available at Eneslow.

At foot health seminars, if it seems as if

Pedorthics

No business like shoe business

By **Berry Craig**

"Foot John" Rosselli, CPed might wind up a movie character.

"I have a friend who is an actor and writer," said Rosselli, a New York City board-certified pedorthist. "He is working on a screenplay. 'There is a private detective in it and three Johns — 'Nude John,' 'Dumb John' and 'Foot John.' They call me Foot John."

Rosselli is not headed for show business. He is happy in shoe business.

Rosselli straddles a fitting stool at Eneslow, The Foot Comfort Center, in Manhattan. "This place is an institution," he said.

Rosselli, a former ski boot fitter, leads New York skiers on trips to the Catskill Mountains in the winter.

Bob Schwartz owns Eneslow. He is also a pioneer pedorthics educator. Schwartz is founder and managing director of Eneslow Pedorthic Institute. Rosselli is an Eneslow graduate.

"I had Eneslow in my sights based on its reputation and that of Schwartz and **Justin Wernick, DPM, FACFAOM**, (EPI medical director)," he said.

Eneslow the store is one of the busiest retail pedorthic enterprises in the country. "We practice speed pedorthics — power pedorthics," Rosselli said, chuckling.

His path to pedorthics did not run straight. After high school, Rosselli enlisted in the Navy and volunteered for the Silent Service. He served aboard the U.S.S. Swordfish, one of the early nuclear fast attack submarines, from 1974 to 1976.

Ski boots to pedorthics

Rosselli was a ski boot fitter before joining Eneslow and getting certified as a pedorthist. He is part-owner of Nyeski.com, a business that leads New York skiers and snowboarders on weekend day trips to the Catskill Mountains in the winter, hence Rosselli's e-mail address, "urbansherpa@mac.com."

"Ski boot — and now snowboard boot — fitters have always used pedorthic principles," Rosselli said. "Even at a recreational level, skiers reach speeds in excess of 35-miles per hour, so the need to compensate is magnified.

"Managing or removing the need to compensate is the definition of pedorthics. When you address athletes' needs to compensate, you measurably improve their performance. Pedorthists do that for everybody."

Rosselli said his customers



Rosselli's clients are everybody. He said that pedorthics is not about the elderly or the infirm. It can make everyone a little better.

are everybody.

"You would think we would get a lot of elderly people, and we do. But we see everything from athletes of every level, performing artists and teens, to the infirm. One of our clients is a retired 93-year-old neurosurgeon."

Rosselli is one of 14 pedorthists at Eneslow, including the boss. The store has moved to 470 Park Ave. South at 32nd Street, in the shadow of the Empire State Building. For 20 years,

Eneslow was at Broadway and 21st Street close to the famous Flatiron Building.

New York is also famous for fashion footwear salons. Eneslow is not one of them.

"This is no surprise, the store is highly rated — 28 out of a possible 30 — in the Zagat shopper's guide," Rosselli said.

Foot John the psychologist

Even so, he admitted Eneslow does not attract "the women who are shopping for the Pradas and the Jimmy

Pedorthics

Choos. But we do get some fashion conscious women because they are a little too fashion conscious.

"I call them the debutantes of August. They are often just starting out in finance and real estate and just moving to New York. They show up at our door. Their mascara is running because they have been crying.

"Their shoes are in their hands. They say, 'Help me! I cannot walk in these shoes, and I have got a closet full just like them in my apartment.'"

Enter "Foot John" the pedorthics educator.

"New York is a great walking town, but you can walk all day and you are still on asphalt and concrete, and work environment floors are not much better."

So he recommends sensible shoes for fashion fractured feet. Even so, how does a pedorthist get a Sarah Jessica Parker wannabe out of her Jimmy Choos and into Finns? Rosselli tells her she will look sexier in the city.

Enter "Foot John" the psychologist. "I ask her, 'You walk down the street hunched over with a scowl on your face because your shoes hurt your feet, and you want to know why you are not meeting anybody?'

Walk like a giraffe or a model

"Then I say, 'When you walk the way you are supposed to walk in the right shoes, you are as attractive as you will ever be — as attractive as any runway model.'"

Outside the store, Rosselli said he sees plenty of women suffering in their shoes.

"They are walking like a giraffe with a look on their face that says, 'I cannot wait to get home and get these off my feet.'"

He recommends sensible shoes for the fashion fractured feet of New Yorkers and tourists alike.

Worse, he said, their pointy-toed, thin-soled, high heel shoes are often too short, or too narrow, or both. A 1991 American Orthopaedic Foot and Ankle Society survey of 356 women revealed that close to 90% of them wore shoes too small for their feet and that about 80% of them had foot problems.

In addition, the survey showed that few women have their feet measured regularly. All feet get measured at Eneslow, according to Rosselli.

Occasionally, he said, a customer, usually a woman, will balk at a Brannock Device. Apparently, some women fear the metal measurer will show they need a larger size.

"When she says, 'You do not need to measure my feet,' I first try humor," he explained. "I will stand up and say, 'security.'"

"If that does not work, I will just bring out two or three pairs in the size she insists she wears. When they do not


fit and she asks me, 'Don't you have anything that will fit me?' I say, 'Let me measure your feet and see if I can find something for you.'"

Serving actors, dancers, tourists

Rosselli said it is not just New Yorkers who beat up their feet pounding the pavement. "We get a lot of tourists sent over by the concierge at their hotel. New York can be rough on your feet even if you are only here on vacation and riding the subway all the time."

The beat of dancing feet also brings clients to Eneslow, Rosselli said. "We see a lot of stage people. We are on the Rolodexes at a lot of theaters."

Rosselli said Eneslow, too, attracts its share of movie, TV and sports stars. Actresses Halle Berry and Glenn Close have shopped at Eneslow.

"But the application of pedorthics is the same and the benefits are the same for all," he said. "Pedorthics is not only about the elderly or the infirm or people with diabetes. Pedorthics can make everybody a little better. If you remove the need to compensate at the ankle and the foot, your body, all the way up to the top of your head, is going to function the way it was designed to." 

Berry Craig is a correspondent for O&P Business News.

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