

m.j.feet
THE BIRKENSTOCK STORE

mjfeet.com

mjfeet@aol.com

1-800-755-BIRK (2475)

University District

4334 University Way NE

206/632-5353

Mon-Fri 10-7

Sat 10-6 • Sun 11-6

Pike Place Market

1514 Pike Place

206/624-2929

Mon-Sat 10-5:30

Sun 11-5

Old Bellevue

15 103rd Ave NE

425/646-0416

Mon-Sat 10-7

Sun 11-5



staff picks

Holly, the University store manager, suggests . . .

Florida sandal by Birkenstock

This sandal is the best! The three straps allow you to get a fit that is just perfect for your foot, whether you're wide with a high arch (like me), narrow with no arch (like my mum, who loves 'em too!), or anything in between. They're also extremely secure and offer super arch support. Hard working and good looking, this sandal will take you anywhere.

Plus, we hear they are the preferred shoes of Tom Cruise. "Show me the comfort!"



Emily suggests . . .

Dansko professional clogs

- These unique clogs have a flexible sole, unlike other wooden clogs.
- The amazing shock-absorbing sole makes it a great walking shoe.
- The large toe box allows my toes to wiggle.
- A clog so good for you, it's been accepted by the American Podiatric Medical Association.



the shoestring

spring 2002

What do Vogue magazine and the Oscars have in common?

A Birkenstock connection! The May issue of *Vogue* magazine features models wearing their favorite shoes — Birkenstocks! **Linda Evangelista**, past M.J. Feet customer, sports her favorite Arizonas and Belize styles.

Stars attending the **74th annual Academy Awards** this past March were given a gift basket, which included a Birkenstock gift certificate. Each year, the Academy of Motion Picture Arts and Sciences chooses a select few, distinctive items to include in their gift baskets as a special perk for the presenters and winners. Birkenstock is honored to have been chosen to be part of this gift presentation.

Celeb sightings!

Robin Williams recently purchased a pair of Birkenstock footprint shoes in our Pike Market store, while in Seattle for his one-man show.

Trying to be incognito while shopping in the pike market, Mr. Williams was very polite. When asked if he would like to try on the mate, he replied, "No, just put it in the box with the other one and let's see what happens."

Thank you for that insight, Robin, and come see us again, next time you're in town.

Other celebs who have been our customers in the past include:

- **Melanie Griffith** — purchased Dansko professional clogs
- **Robert Fulgham** (author of *Everything I Know I Learned in Kindergarten*)
- **Tom Hulce** (star of *Amadeus*) — taupe suede Bostons
- **Linda Evangelista** (model — see recent *Vogue*)
- **Kyle McLaughlin**
- **Ron Reagan Jr.** (presidential First Son) and his wife
- **Brian Cox** (actor, *Rob Roy*) — Glendale footprint shoes
- **Haley Mills** — a scarf
- **Rickie Lee Jones** — clothes
- **And you!!**



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Hiking with Birks

2002 is the International Year of Mountains. David Keaton, veteran mountain climber, loves his Birkenstocks. Keaton was the first mountaineer to have completed both versions of the Seven Summits (the highest peak on each continent) and the highest ascents of the fifty U.S. states. Though he needs technical boots with a small toe box for scrambling up rock walls, he prefers his Birks for long trail walks, because the design is more like your foot. He has taken the Birkenstock **Rockford** on some recent hikes.

Keaton has teamed up with the Mountain Institute to forward their goals—to conserve mountain environments and cultural heritage while improving the livelihoods of mountain people. Birkenstock USA is honored to join David and the Mountain Institute in helping to preserve our majestic mountains and their cultures.

For more info about the Mountain Institute, visit www.mountain.org. For the International Year of Mountains, visit www.mountains2002.org.

visit us in old bellevue

Have you seen our new little cottage in Old Bellevue? Park right outside our front door—visit our rosebushes and other lovely neighborhood businesses on Main Street. Visit us soon at **15 103rd Ave NE** in Bellevue, phone **425-646-0416**.



Birkenstock in the news!

See the following for more Birkie photos:

- *Vogue*, May 2002 issue, pages 225 & 226 — **Arizona** and **Belize** (on model Linda Evangelista!)
- *This Old House*, spring 2002 issue, page 72 — **Super Birki Clog**.
- *Coastal Living*, May/June issue, page 2 — **Marakesh**.
- *Self*, May issue, page 149 — **Catalina**.
- *Sunset* — **Masai**.
- *YM* magazine, May issue — **Arizona**.
- *Outside* magazine, May product guide — **Stanford**.
- And be sure to see M.J. Feet's very own ad in *Sunset* magazine's June issue.

Birkenstock orthotic inserts

What's new and what's old? The **Blue Footbed**. Most orthopedic surgeons recommend that athletes wear semi-flexible orthotic inserts. They say these cushion their feet better than rigid orthotics. The Birkenstock line of orthotics goes into any footwear, making your sneakers, dress shoes, and clogs feel more like a Birkenstock. Come see us today and let our experienced sales staff help you step into comfort.

did you know?

- The average person takes **8,000 to 10,000 steps per day**.

- A brisk walk can burn up to **100 calories per mile or 300 calories per hour**. Walking is a perfect compliment to a sensible diet to lose weight and keep it off.



- The average person walks about **115,000 miles in a lifetime—more than four times the circumference of the globe**.

- Feet have **250,000 sweat glands**. When active, feet can produce **four to six ounces of perspiration a day, sometimes more**.¹



- At least **two-thirds of foot troubles, affecting 175 million Americans, can be attributed to shoes**.²

1. *American Podiatric Medical Association*.

2. *Rogers Corporation newsletter, "Poron Insider," January 1998, vol.29, no. 1*.

Coming soon!

New line of professional shoes for nurses. Arriving in June. More news as it happens!

If you'd like to be on our mailing list or e-mail list for updates on this product, write to us at mjfeet@aol.com or fill in the form below and give it to one of the M.J. Feet friendly staff!

Water sandals by Chacos

There are lots of water sandals out there, but these have a phenomenal arch support so you can wear them all day. And they're great for traveling. If your day plans include visiting museums, hiking, kayaking, or just strolling around Seattle, these shoes are for you.

Would you like to receive the **Shoestrung** as an e-mail newsletter? Sign up here. (We promise to never pass your name on to anyone else.)

Name _____

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Please send me seasonal newsletters.

Please e-mail me with special offers.

Please put me on your catalogue mailing list.

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