



Hermiana Henderson and "Bert" Almelda, two of the friendly faces at J.V. Clothing.

"FRIENDLY FASHION"

John Vierra, the "J.V." in "JV Clothing", is a veteran in the clothing business and has operated his store at the

Market Place for over 4 years. He knows many of the people who shop at his store as friends as well as customers. This

close, first-hand knowledge of his customers gives John a keen sense of what styles will be popular.

From sneakers to athletic shoes — choose right shoe for right sport

Sneakers. Once you could shoot hoops, lope around a tennis court, or bat a home run in them. But in the past few years, sneakers have gone the way of the dinosaur.

What has emerged is athletic footwear: court, running, turf shoes and their offspring. For the vast majority of athletes who truly care about their feet, sneakers are but a memory.

The new athletic footwear is designed by how the foot functions in a particular sport.

If you're still questioning why you shouldn't run in a tennis shoe and vice versa, Etonic's researchers offer the following explanation.

In running, the dominant motion is a forward roll and the more the shoe mimics this natural rolling motion, the better protected the foot will be.

To do this, a shoe needs a stable platform that will move the foot forward in a straight movement. A firm heel counter, the back of the shoe which holds the heel in

place, is a must. Some shoes even have a rear-lacing system which cinches the shoe in around the heel.

In general, a running shoe laces from the toe area to the top of the foot. This again helps to keep the foot moving in one continuous motion.

While one sneaker used to resemble another, the categories of athletic shoes are many and varied. Although it all may seem confusing when you first enter an athletic footwear store, begin by trying on a few pairs of shoes.



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