The Most Convenient Running Shoe Innovation in Years Isn't From Nike or Adidas

This relatively unknown footwear brand's latest release blends approachable design, performance capability, and street-ready style into one impressive new model.

Kizik

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While casual slip-on styles like Vans have been popular since the ’70s, hands-free footwear built for real performance is a much newer idea.

Nike made headlines in 2021 with the introduction of the Nike Go FlyEase (and unfortunately, the resale frenzy that followed), but the shoe was designed for everyday wear, not serious athletic use.

The Freedom Run is the first running model from Kizik, already a pioneer in the hands-free shoe market.
Kizik

Now, a lesser-known brand (whose parent company, incidentally, helped develop Nike's hands-free tech) has stepped into running with its first purpose-built model.

Kizik's new Freedom Run is designed for everyday miles and extended wear, bringing its patented hands-free step-in technology into a more performance-focused context.

Stepping up

The Freedom Run utilizes Kizik's proprietary Internal Flex Arc hands-free system that allows for both easy access and a locked-in fit while moving.

The Freedom Run's heel is simultaneously compressible and structured, making it easy to get into and surprisingly secure during runs.

Kizik

The compressible heel effortlessly bends down while you step in, and moves with you when removing the shoe.

Kizik’s Tented Heel Pocket Stretch textile works in tandem with the internal system and a padded collar to keep feet in place through long miles.

Kizik’s first-ever running shoe is designed for everyday training and all-day wear.
Kizik

The lightweight engineered mesh upper features reflective details to enhance visibility.
Kizik

The running-focused model features a brand-new midsole compound, VivaFoam, which offers lightweight yet durable cushioning that is compression-resistant and responsive.

A rocker sole smooths the heel-to-toe roll through each step, and the breathable synthetic upper offers airflow and support.

The sport insole offers a little more cushioning underfoot while packing an antimicrobial liner to help reduce odor.

The new athletic shoe comes in both men's and women's sizing, and four colorways in each.
Kizik

While innovations in foam, stack height and materials continue to make waves in running culture, Kizik's latest shoe proves innovation can take surprising new forms and benefit any type of athlete.

The Freedom Run is available in four colorways in both men's and women's sizes.

Availability and pricing

The Freedom Run is available now on Kizik's website, retailing for $150.

Kizik

Kizik Freedom Run

$150 AT KIZIK

About the Author: Hayley Helms is an associate editor at Gear Patrol specializing in outdoor gear. Once upon a time, she wrote for Men's Journal, Gearjunkie and Shape. Whether it's testing a new

rain shell or putting a pair of hiking boots through its paces, she leaves no stone unturned (however, she always Leaves No Trace).

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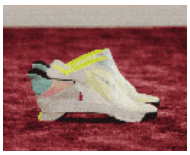

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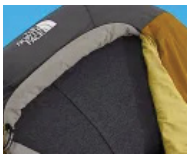

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