



## **HOKA ONE ONE.**

**The world's most popular maximalist running shoes.**

*Hoka One One - Fly over the earth.*

**By Dennis Rehbock. Podiatrist. [www.footdoctor.co.za](http://www.footdoctor.co.za)**

My take on maximalist running shoes - reported to be the fastest growing running shoe brand in the world.

For a few years now I have been talking about and lecturing on maximalist running shoes. These maximalist running shoes are a relatively new category of running shoes in South Africa. From February this year we now have the most well known maximalist brand, namely Hoka One One, here locally.

There are other brands in our market with the odd model of maximalist running shoes, like Altra.

Hoka One One was founded in 2009 in France by two life-long runners, Nicolas Mermoud and Jean-Luc Diard. It is now based in California. Nicolas and Jean-Luc were former Salomon employees that designed a shoe that has an oversized midsole that has more cushioning, protection and comfort than traditional running shoes.

The term maximalist is still not well defined but can be characterised by the thick oversized midsole of the shoe which provides extra cushioning. This was in contrast to the minimalist running shoe trend that is now in rapid decline around the world. This has been described by some as the fastest growing running shoe brand in the world. In South Africa they are very new in the market, but then again our running market here is different to the rest of the world and only time will tell how we react to them.

The shoes were initially used by long distance runners due to their enhanced cushion; however, they quickly gained popularity among other runners for offering maximum cushion and minimal weight. The brand now manufactures these

cushioned light-weight shoes for long distance athletes, faster racing shoes for racing, trail running shoes and even track spikes. Even the triathletes are using them as can be seen by their shoe count in the World Ironman Triathlon Championship in Kona, Hawaii. In 2011 they started with a count of 1.4%, and in 2016 had a count of 16%. This increase in an elite triathlon event is substantial. Some other statistics I have are 8.1% in the 2017 Boston marathon and 6.46% in the 2017 San Diego 100km trail race.

Hoka technology.

Low profile – Heel drops 3mm – 5mm in models in SA.

Small differences in heel drop may be tolerated by the runner, but larger heel drops may be a cause of calf, Achilles and other lower limb and foot injuries.

Stack heights – Rearfoot – 23mm to 33mm, forefoot – 20mm to 29mm. The highest stack heights are in the Stinson ATR 3 **M-RF36–FF30-HD6mm W-RF34-FF28-HD6mm** – Not in SA.

See the *Running Shoe Guide* information for the shoe geometry values. Expressed as **RF33–FF29-HD4mm W-RF32-FF28-HD4mm**

Midsole volume up to 2.5 X more cushioning



**MIDSOLE VOLUME**

- Premium shock absorption
- Superior comfort
- Designed for performance on all distances

Meta-rocker sole geometry – may be of benefit for restriction of the 1<sup>st</sup> MPJ



#### **META-ROCKER GEOMETRY**

- Support of a runner's natural running gait
- A smooth roll from impact to toe-off
- Designed to increase running efficiency

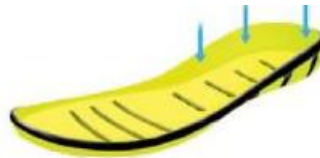
### J-Frame



#### **J-FRAME**

- Designed to combat over-pronation
- Guides foot without rigid or unforgiving materials
- Stability - maintains cushion and lightweight

### Active foot frame



#### **ACTIVE FOOTFRAME**

- Integrated stability
- Adaptability to a wide range of feet and styles
- A comfortable option to traditional post support

### Pro2lite insoles



**PRO2LITE**

- Softer cushioning for protection (heel)
- Firmer cushioning for propulsion (forefoot)
- A fast and comfortable ride

**HOKA LINE UP IN SOUTH AFRICA– from the**



**THE TECHNICAL RUNNING  
SHOE GUIDE**

*Dennis Rehbock*

*(A clinical guide)*

Also see Hoka Line-up FW17



Introduced 10/2014, (4) 1/2017, introduced SA 3/2017, 8/2017

<p><b>DYNAMIC STABILITY</b></p>	<p>Arahi M&amp;W RF29-FF24-HD5mm W-RF28-FF23-HD5mm</p> 
<p><b>NEUTRAL</b></p>	<p>Vanquish 3 M&amp;W RF32-FF27-HD-5mm W-RF30-FF25-HD-5mm</p>  <p>Clifton 4 M&amp;W – max cushioning RF29-FF24-HD5mm W-RF28-FF23-HD5mm</p>

	
<b>SPEED</b>	<p>Clayton 2 M&amp;W RF24-FF20-HD4mm W-RF23-FF19-HD4mm</p> 
<b>ALL TERRAIN</b> <b>TRAIL</b>	<p>Challenger ATR 3 M&amp;W RF29-FF24-HD5mm W-RF28-FF23-HD5mm</p>  <p>Speedgoat 2 M&amp;W RF32-FF27.5-HD4.5mm W-RF31-FF26.5-HD4.5mm 5mm</p>  <p>Speed Instinct M&amp;W RF23-FF20-HD3mm W-RF22-FF19-HD3mm</p> 
<b>OTHER</b>	<p>NOT AVAILABLE IN SA</p> <p>Conquest 3 - Mild to neutral M-RF31-FF27-HD4mm W-RF29-FF25-HD4mm</p> <p>Gaviota M-RF29-FF24-HD5mm W-RF28-FF23-HD5mm</p> <p>Bondi LTR M-RF35-FF31-HD4mm W-RF33-FF29-HD4mm – Walk / casual</p> <p>Bondi 5 M-RF33-FF29-HD4mm W-RF31-FF27-HD4mm</p> <p>Stinson ATR 3 M-RF36-FF30-HD6mm W-RF34-FF28-HD6mm</p> <p>Huaka 2 M-RF27-FF25-HD2mm W-RF26-FF24-HD4mm</p> <p>Tracer M-RF22-FF18-HD4mm W-RF21-FF17-HD4mm</p>

Launched in SA 2/2017 – imported into SA by Hulla Baloo – [www.hullabaloo.co.za](http://www.hullabaloo.co.za)



## HOKA STOCKISTS

### KWAZULU-NATAL

#### Pietermaritzburg

Bush & Bundu: [www.bushandbundu.co.za](http://www.bushandbundu.co.za)

#### Durban

The Durban Runner: [www.durbanrunner.co.za](http://www.durbanrunner.co.za)

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### EASTERN CAPE

#### Port Elizabeth

Up & Running: 041 581 0665

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### WESTERN CAPE

#### Cape Town

Trail & Tar: [www.trailandtar.co.za](http://www.trailandtar.co.za)

The Sweat Shop: [www.thesweatshop.co.za](http://www.thesweatshop.co.za)

RUN: [www.runspecialiststore.com](http://www.runspecialiststore.com)

Drifters Adventure Centre: [www.driftersadventurecentre.co.za](http://www.driftersadventurecentre.co.za)

This Way Out: [www.thiswayout.co.za](http://www.thiswayout.co.za)

Barefoot Concept Store: [www.barefootconceptstore.co.za](http://www.barefootconceptstore.co.za)

#### Stellenbosch

Outdoor Escape: [www.outdoorescape.co.za](http://www.outdoorescape.co.za)

#### Knysna

Earth Scout: 044 3827140

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## GAUTENG

### Centurion

Epic Sports: [www.epicsports.co.za](http://www.epicsports.co.za)

The Sweat Shop: [www.thesweatshop.co.za](http://www.thesweatshop.co.za)

The Natural Runner: [www.naturalrunner.co.za](http://www.naturalrunner.co.za)

### Johannesburg

The Randburg Runner: 011 8889644

Troi Sport: [www.troisport.com](http://www.troisport.com)

The Sweat Shop: [www.thesweatshop.co.za](http://www.thesweatshop.co.za)

Drifters Adventure Centre: [www.driftersadventurecentre.co.za](http://www.driftersadventurecentre.co.za)

### Pretoria

Run-Away Sports: [www.runawaysport.co.za](http://www.runawaysport.co.za)

David Ives and I have recently received some test pairs of Hoka running shoes.

I have the Clifton 3 (max cushioning **RF29–FF24-HD5mm W-RF28–FF23-HD5mm**) and David the Arahi (mild antipronation / dynamic stability **RF29-FF24-HD5mm W-RF28-FF23-HD5mm**).

After wearing and testing them we will report back.



**CLIFTON 3**  
MENS: HEEL 29MM | FOREFOOT 24MM  
WOMEN: HEEL 28MM | FOREFOOT 23MM  
DROP: 5MM  
WEIGHT: MENS 235G | WOMEN 203G  
TECH: FULL EVA MIDSOLE

**ARAHI**  
MENS: HEEL 29MM | FOREFOOT 24MM  
WOMEN: HEEL 28MM | FOREFOOT 23MM  
DROP: 5MM  
WEIGHT: MENS 265G | WOMEN 215G  
TECH: J-FRAME

## References

[www.hokaoneone.com](http://www.hokaoneone.com)

[https://en.m.wikipedia.org/wiki/Hoka\\_One\\_One](https://en.m.wikipedia.org/wiki/Hoka_One_One)

[www.footdoctor.co.za](http://www.footdoctor.co.za)

<http://www.hullabaloo.co.za>

<http://www.hullabaloo.co.za/#!/hoka-stockists>