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**BEYOND FOOTWEAR**

INVISIBLE BY DESIGN. PROVEN BY SCIENCE.

SHAPES FOR LUXURY HOTELS.

# INVISIBLE BY DESIGN.
# EXCLUSIVE BY EXPERIENCE.

For guests who do not only want to relax —
but move, recover and feel better.

SPA · RECOVERY · LONGEVITY · LUXURY RETAIL

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# Why Shapes Belongs in Luxury Hospitality.

Luxury guests do not buy products. They buy effect, confidence and exceptional experiences.

Shapes extends the spa and recovery area with a physical, immediately tangible premium system.

The product is felt from the first step — discreet, elegant and easy to experience.

It connects luxury retail, health, movement, recovery and longevity in one offer.

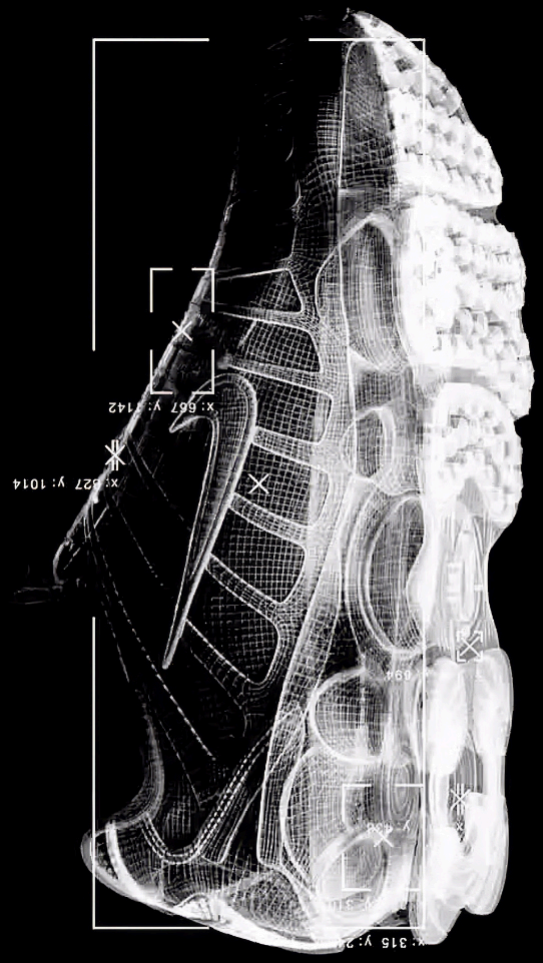
Small enough for boutique retail, strong enough for a signature guest experience.

# The future of footwear isn’t footwear.

## The shoe is engineered.
## The person is often unprepared.

Modern shoes can provide stability, guidance, and cushioning, as well as transfer energy. However, the wearer’s functional chain must be able to actively utilize these properties. This is precisely where the gap between product promises and actual movement arises.

- Many customers experience instability, asymmetry, or uncertainty without receiving a clear explanation.
- Therapists and specialist retailers need a tool that makes function both tangible and measurable.
- Shapes combines the shoe, body awareness, and movement quality into a simple system.



# Not an Accessory.
# But a Functional System.

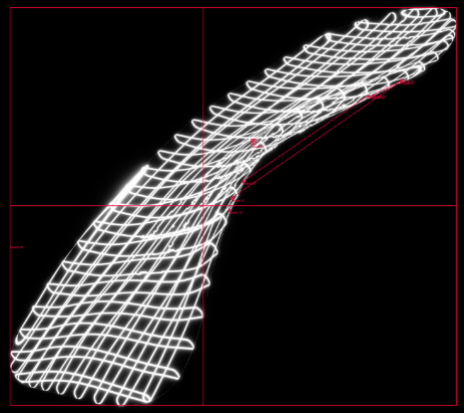
Shapes should never be explained like
a conventional shoe product.

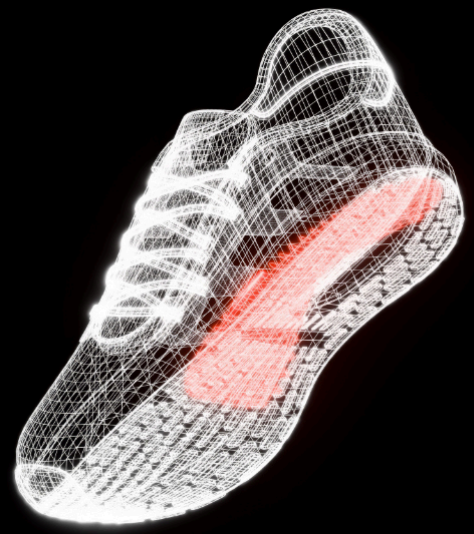
Shapes is not a conventional footbed or comfort accessory.

Its patented flexibility creates targeted sensory and biomechanical activation.

The system works with the existing shoe — preparing the human body for the functional mechanics of the shoe.

The effect is clear, tangible and understandable from the first step.





# The Luxury Guest Benefit.

## A small object with high personal value.

More stability and more conscious movement in everyday life, travel and training.

Better body awareness after spa, massage, recovery or movement sessions.

An exclusive take-home product that extends the hotel experience beyond the stay.

Ideal for demanding guests who expect high performance, wellbeing and discretion.

# Spa. Recovery. Longevity.

## Shapes turns movement into part of regeneration.

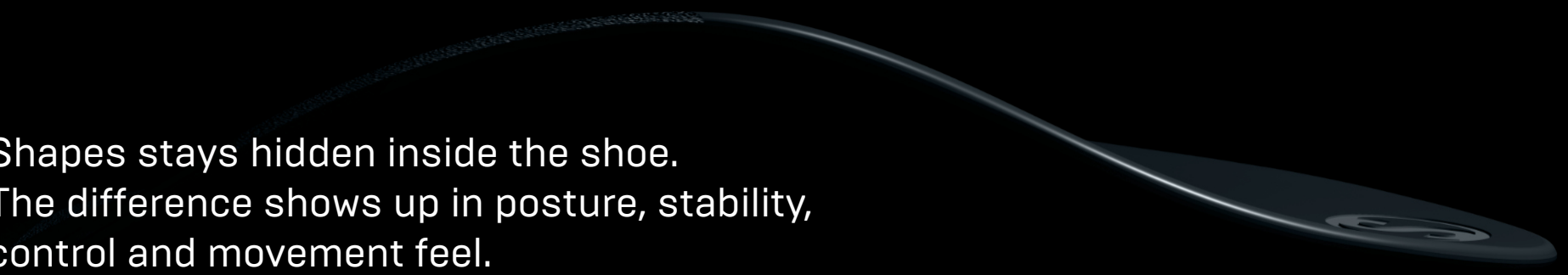
After massage, sauna, cold therapy, compression or physiotherapy, the guest returns to movement.

Shapes complements recovery functionally: through foot mechanics, stability and posture.

For longevity programs, it becomes a simple, explainable tool for daily movement quality.

The guest immediately understands why it matters — without a long product explanation.

# FROM INVISIBLE TO ESSENTIAL.



Shapes stays hidden inside the shoe.
The difference shows up in posture, stability, control and movement feel.

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# Scientific Validation.

## The trust anchor for hotels, spa directors and health partners.

Tested by the German Sport University Cologne in sport-specific load scenarios.

The results show significant improvements in key movement and stability parameters.

Shapes was scientifically presented at the ACSM Annual Meeting in May 2026 in Salt Lake City.

The scientific presentation at the European College of Sport Science in Lausanne is scheduled for July 2026.

# What Was Validated.

Not marketing. But measurable effect under load.

+33.6 % Loading Response

+10.4 % Stability

+5.4 % Balance

+4.9 % Improved pressure distribution

Figures refer to the internal study analysis comparing Shapes against control conditions; $p < 0.001$ in the reported key parameters.

VALIDATED UNDER LOAD.
NOT JUST DESIGNED IN A LAB.

# The Hotel Experience.

A simple flow that feels premium and requires limited staff complexity.

1. Guest check-in or spa consultation: a short movement or gait screening moment.

2. Shapes Experience: the guest tests Shapes directly in their own shoes.

3. Comparison: subjective feeling is confirmed through digital analysis or guided consultation.

4. Sale: as a spa, recovery, longevity or room-retail product.

# Commercial Fit for Luxury Hotels.

## Premium product, low complexity, high conversation value.

Boutique retail in spa, fitness, recovery lounge or hotel shop.

Integration into longevity retreats, personal training, running programs and travel recovery.

Suitable as a curated gift for VIPs, suite guests, retreat participants or members.

Scalable with little space, supported by staff training and digital assets.

# BEYOND WELLNESS.
# BEYOND FOOTWEAR.

For hotels that understand wellbeing not as decoration, but as measurable, tangible and exclusive function for their guests.

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