



# TODDLERS

## I-WALK

Bouncing, running, hopping, jumping little balls of energy. It seems like as soon as kids can walk they want to go faster and faster. Bobux I-Walk are the perfect shoe for confident walkers who are starting to run, jump and play.

## THE BOBUX I-WALK

I-Walk will suit children who are now confident walking around and are starting to move with more energy and joy. At I-Walk stage there is a diverse range of motion that feet must now accommodate, and it's important that we design shoes that are flexible and durable to guide their new range of movement.

## FEET, MOVES AND SHOES



### THEIR FEET

As children become more confident walking, their foot strengthens and becomes more developed. Our little babies' feet are becoming more muscular and defined and the layers of cute chub have almost disappeared. An arch has begun to form in the foot and the achilles is now clearly visible.



### THEIR MOVES

It seems as soon as children can walk confidently they want to run and jump and play. Kids at this stage are now walking confidently without falling over, they're starting to run around more and might occasionally jump onto things. They're a tiny ball of energy, bursting from surface to surface as they learn to move more confidently.



### THEIR SHOES

Learning to move faster, stop quickly, jump and change direction requires more support and a more diverse range of motion. Bobux I-Walk are designed to enable more confident movements. All the running and jumping that children start to do at this stage is important for their own mental development, so it's important they have a shoe to carry them on this journey. Children are also starting to have a say in their own shoes aesthetically, so designing shoes they'll love is a necessity.