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We are delighted to announce that Sole Bliss has been awarded the highly prestigious Kings Award! Since our founding in 2017, it has been our mission to provide women who suffer with bunions, wide feet and other foot problems with footwear that is both comfortable and stylish. After much success in the UK, Sole Bliss began exporting all around the world, and in 2020 we were selected by the UK Government to be an Export Champion, which entails working with the Department of International Trade on export strategy, as well as encouraging and advising other UK companies. Since then, Sole Bliss has grown exponentially across the world and now exports to over 60 countries, with the largest area of growth in the US. Queen Camilla has long been a supporter and loyal customer of Sole Bliss, and we are honoured to have our achievements officially commended by the King too. Our Founder Lisa Kay will be meeting the King and other members of the Royal Family on the 12th of June at Windsor Castle to formally accept the Kings Award. Lisa says, "I am so grateful to have received the formal seal of approval from the Royal Family and very excited to see where we grow from here!" At Sole Bliss, we believe that all women deserve beautiful shoes. Even if you suffer with your feet. That's why we design on-trend, luxuriously comfortable shoes for women with bunions, wide feet and sensitive soles. SHOP NOW BY ALICE MURPHY FOF DAILY MAIL AUSTRALIA Published: 10:32 BST, 22 February 2021 | Updated: 23:53 BST, 22 February 2021 Ultra-comfortable shoes beloved by royalty and Hollywood A-listers that promise an end to foot pain are available in Australia for the first time ever. Sole Bliss, a British brand that makes stylish leather footwear in Italy, is a favourite of Camilla Parke Bowles who has been wearing its designs since June 2018. The 73-year-old Duchess of Cornwall - who is often photographed in the label's \$265 'Ingrid' heels - recently bought two pairs of the new \$319 'Hero' style in black and navy. The Mail on Sunday revealed this week. The shoes, which are specially designed for women with bunions and wide feet, have cushioned soles, stretch panels and a seam-free leather lining that promises to relieve pain by cushioning and supporting joints. For the first time Australian customers can now order directly from the brand's official website, with delivery promised within eight to 10 working days for a \$44 shipping fee. Scroll down for video The 'Hero' leather trainers by Sole Bliss (pictured) are specially designed by podiatrists to provide extra cushioning to wide and bunion-prone feet - and they've just launched in Australia. The Duchess of Cornwall (pictured with husband Prince Charles in 2019) is often photographed in Sole Bliss' \$265 'Ingrid' heels on royal walkabouts. Sole Bliss designer Lisa Kay said she is 'delighted and honoured' that the wife of Prince Charles continues to wear her creations, which took five years to perfect. Ms Kay said she had just finished work at her production facility in Italy when she spotted a photo of the Duchess in a pair of Sole Bliss heels at the Royal Cornwall Show during the summer of 2018. We immediately received emails from our customers asking if the Duchess was indeed wearing the same shoes as them; it was very exciting," she recalled. Camilla has long been vocal about her foot complaints, which stem from the 221 official engagements she carries out each year. Her bunions leave her "screaming in agony at the end of the day", she previously revealed. And she's not the only royal to suffer from foot trouble. Camilla (pictured at an event in May 2017) has long been vocal about her foot complaints, which stem from the 221 official engagements she carries out each year. Kate Middleton often wears \$27 insoles from luxury label Alice Bow, while the Queen's dresser Angela Kelly wears in Her Majesty's shoes on her behalf. As well as receiving the royal stamp of approval, Sole Bliss also counts a string of A-list celebrities among its fans. Actresses Dame Helen Mirren and Viola Davis have both been photographed in various styles at premieres and red carpet events. Bardot: Mint Weave Leather 139 Bardot: Tan Weave Leather 139 Bardot: Metallic Weave Leather 139 Bardot: Silver Weave Leather 139 Zoey: Bronze Leather 179 Winnie: White Leather & Raffia 189 Winnie: Chocolate Suede & Raffia 189 Winnie: Denim Suede & Raffia 189 Ruby: White Leather & Raffia 199 Ruby: Tan Suede & Jute 199 Ruby: Denim Suede & Raffia 199 Luna: Cream Tweed & Gold Leather 139 Addison: Cream Tweed & Leather 179 Drama: Metallic Weave Leather 189 Walker: Bronze Leather 159 Walker: Silver Leather 159 Jazz: Denim & White Leather 189 Jazz: White Leather & Sunflower 189 Swirl: Sunflower Suede 189 Sadie: Fuchsia Suede 159 Sadie: Sunflower Suede 159 Brooke: Pale Taup Leather 159 Walker: Chocolate Leather 159 Walker: Cream Leather 159 Pixie: White Leather & Luxe Leopard 189 Rachel: Pale Grey Suede & Silver Snake 199 Meredith: Pale Grey Suede & Silver Snake 179 Pixie: Coral Red Suede 189 Dandy: White Leather & Tan Suede 189 Dandy: White Leather & Pale Blue Suede 189 Dandy: White Leather & Pale Pink Suede 189 Star: Pale Taup Leather 189 Hero: Pale Blue Leather 189 Bobbi: White Leather 149 Bobbi: Black Leather 149 Diva: White Leather & Taup Leather 189 Diva: White Leather & Mint Raffia 189 Sprin: Navy Leather & Denim 189 Sprin: White Leather & Multi Denim 189 Sprin: Black Leather & Metallic 189 Addison: Navy Tweed & Patent 179 Luna: Navy Tweed & Patent 139 Kennedy: Pale Taup Suede 179 Kennedy: Turquoise Suede 179 Kennedy: Coral Suede 179 Selena: Bronze Snake Print Leather 169 Shelby: Sky Blue Suede 179 Bailey: Chocolate Leather 139 Bailey: Cream Leather 139 Bailey: Pale Blue Leather 139 Bailey: White Leather 139 Bailey: Turquoise Leather 139 Luna: Navy & Cream Leather 139 Luna: Cream Leather & Bronze 139 Feather: Taup Leather 189 Star: Sage Green Leather & Suede 189 Chloe: Denim Patent Leather 169 Pixie: White Leather & Denim Suede 189 Trinity: Tan Weave Leather 179 Trinity: Metallic Weave Leather 179 Luna: Metallic Weave Leather 139 Valencia: Bronze Snake Print Leather 169 Feather: Taup Suede & Snake Print Leather 179 Cecelia: Nude Patent Leather 179 Swirl: White Leather & Gold 189 Sprin: Silver Weave Leather 189 Sprin: Metallic Weave Leather 189 Post: Pale Taup Patent Leather 189 Carmen: Pale Taup Patent Leather 189 India: Pale Taup Patent Leather 169 Jenna: Pale Taup Patent Leather 129 Country: Tan Suede & Leather 139 Swing: Cream Weave Leather 139 Swing: White Leather & Silver 79 Swing: White Leather & Silver 79 Swing: Silver Leather 79 Coco: Navy Leather & Taup 79 Coco: White Leather & Taup 79 Coco: Pale Taup Leather 79 Coco: Pale Blue Leather 79 Coco: Pale Blue Leather 79 At Sole Bliss, we believe that every woman deserves beautiful shoes. That's why we design on-trend, luxuriously comfortable shoes for women with bunions, wide feet and sensitive soles. SHOP NOW Follow us on social for Sole Bliss news and styling ideas! Or click here to check out our ever growing As Seen On Page and discover which celebrities have been wearing Sole Bliss! Dubbed 'world's most comfortable heels'Ever wondered what creates the 'royal stride' - from Queen Elizabeth's stoic stroll to Kate Middleton's perfect procession? You could argue generations of aristocratic breeding and etiquette lessons may provide a basis, but comfortable footwear seems to prevail. Sole Bliss, the shoe label behind the world's "most comfortable heels" has officially launched in Australia, and is often the footwear of choice of notable royals and dames across Great Britain. The Duchess of Cornwall combines style and comfort. (Instagram) Regularly sported by Camilla, Duchess of Cornwall and Dame Helen Mirren, the footwear label shot to fame with their collection of boots, flats and heels designed for women with foot problems. While the Duchess of Cornwall is known to regularly rock a patent pair in navy and black, concealed behind the stylish appearance of the shoe is a shock resistant heel, soft leather lining and three-layers of memory foam for cushioning. The shoes are often worn by the Duchess on public engagements that span hours, and strolls around the Palace gardens alongside husband Prince Charles. Assessed by a panel of podiatrists, the cushioned soles are designed to support the arch of the foot and boast a patented "bunion bed" in each style, designed to "cradle the bunion without altering the silhouette of the shoe." "Best foot forward": Dame Helen Mirren is known to rock the brand. (Instagram) However, while Camilla opts for comfort and style, the younger royals have been known to rock a daring pair of stilettoes for royal engagements. Kate Middleton is often seen sporting a pair of Gianvito Rossi pumps, fit with a pointed toe, while wearing high-end shoe designer Jimmy Choo for a glittering finish to her more glamorous outfits. Among the more avant garde of the royals, Kitty Spencer is known to push style boundaries, even taking to Instagram to show off the shoes delivered to her royal doortstep. Posting a pair of bright orange Aquazzura pumps on her Instagram stories, the model and niece of Princess Diana exclaimed "I love them" while garnering the shoe envy of her hundreds of thousands of followers. Kitty Spencer opts for bright and bold. (Instagram) Founder of Sole Bliss Lisa Kay said to Express UK: "When our customers attend an event they no longer dread how they will cope... they can anticipate wearing heels or walking easily with pleasure. "Studies have shown between 28 - 36 percent of women worldwide suffer from bunions from the age of 30. Bardot: Mint Weave Leather 139 Walker: Silver Leather 159 Drama: Metallic Weave Leather 189 Ruby: Tan Suede & Jute 199 Winnie: Chocolate Suede & Raffia 189 Luna: Cream Tweed & Gold Leather 139 Pixie: White Leather & Luxe Leopard 189 Swirl: Sunflower Suede 189 Sprin: White Leather & Multi Denim 189 Ruby: White Leather & Raffia 189 Addison: Cream Tweed & Leather 179 Meredith: Pale Grey Suede & Silver Snake 179 Winnie: Denim Suede & Raffia 189 Winnie: Chocolate Suede & Raffia 189 Ruby: White Leather & Raffia 189 Ruby: Tan Suede & Jute 199 Ruby: Denim Suede & Raffia 199 Luna: Cream Tweed & Gold Leather 139 Addison: Cream Tweed & Patent 179 Luna: Navy Tweed & Patent 139 Kennedy: Pale Taup Suede 179 Kennedy: Turquoise Suede 179 Kennedy: Coral Suede 179 Selena: Bronze Snake Print Leather 169 Shelby: Sky Blue Suede 179 Bailey: Chocolate Leather 139 Bailey: Cream Leather 139 Bailey: Pale Blue Leather 139 Bailey: White Leather 139 Bailey: Turquoise Leather 139 Luna: Navy & Cream Leather 139 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Leather 169 Luna: Cream Leather & Bronze 139 Cecelia: Black Snake Print Leather 179 Luna: Nude & Cream Leather 139 Drama: Silver Leather 189 Lydia: Fuchsia Suede 149 Cecelia: Gold Snake Print Leather 179 Remy: Metallic Snake Print Leather 199 Paloma: Metallic Snake Print Leather 169 119 Hero: Forest Green Leather & Suede 189 Genevieve: Black Patent Leather 199 Tamara: Navy Snake Print Leather 189 Felicity: Navy Leather & Patent 179 Randi: Black Suede & Snake 199 Trinity: Black Suede & Snake 199 Blizzard: Chocolate & Cream Leather & Shearling 199 Margot: Bronze Multi Leather 179 Harley Stripe: Silver Leather & Black Pony 189 Sprin: Luxe Black Velvet 189 Luna: Silver & Black Leather 139 Destiny: Taup Multi Patent & Wool Lining 219 Parka Fur: Black Leather & Suede 219 Porto Fur: Black Leather & Suede 199 Wonder: Cream Leather & Shearling 299 Diva-Fur: Taup Patent Leather 199 Kylie: Cherry Red Suede & Diamante 189 Denim: Black Patent Leather 169 Sprin: Pale Taup Patent Leather 189 Galaxy: 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White Leather & Taup Stripe 79 Coco: Navy Leather & Taup 79 Coco: Pale Taup Leather 79 Jenna-Bow: Navy Suede 139 Jenna-Bow: Sky Blue Suede 139 Country: Tan Suede & Leather 139 Bardot: Silver Leather 139 Luna: Tan Weave Leather 139 Bertie: White Leather & Metallic Leather 159 Terri: Ivory Leather 189 Terri: Black Leather 189 Madison: Pale Taup Suede & Patent 169 119 Madison: Black Suede & Patent 169 Terri: Natural Snake Print Leather 189 Faith: Pale Grey Leather 169 119 Valencia: Black Leather & Patent 169 Bardot: Cream Weave Leather 139 Walker: Bronze Leather 159 Capri: Pale Blue Leather 89 Pixie: White Leather & Denim Suede 189 Feather: White Leather 189 Sprin: White Leather & Multi Denim 189 Swirl: Sunflower Suede 169 Jazz: Denim & White Leather 189 Drama: Metallic Weave Leather 189 Pixie: White Leather & Taup Suede 189 Feather: Taup Leather 189 Sprin: White Leather & Multi Pastel 189 Dandy: White Leather & Pale Blue Suede 189 Sprin: Navy Leather & Denim 189 Star: White & Gold 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Hero: Forest Green Leather & Suede 189 Galaxy: Pale Blue & White Leather 189 Pixie: Silver Leather 189 Star: Pale Taup Leather & Suede 189 Diva: White Leather & Bronze Glitter 189 Harley Stripe: Bronze Leather & Luxe Pony 189 Honey: Cream Leather & Shearling 199 Porto Fur: Black Leather & Suede 199 Destiny: Taup Multi Patent & Wool Lining 219 Harmony: Black Leather & Shearling 199 Hampton: Black Leather & Luxe Leopard 189 Featured Best Selling Alphabetically, A-Z Alphabetically, Z-A Price, low to high Price, high to low Date, new to old Date, new to old 10 20 30 70 80 All Abunion is hard to ignore. This bony prominence at the base of the big toe mars the otherwise straight line of the inner foot. Bunions occur when the first metatarsal shifts outwards towards the opposite foot, and the big toe moves inwards towards the second toe. The joint connecting the first metatarsal to the big toe bone becomes misaligned and forms a bulging bump: a bunion. Once a bunion starts to form, the small fluid-filled pads (bursae) around the big toe joint can become inflamed, causing swelling, redness and severe pain. The medical name for a bunion is Hallux Valgus. Our pictorial severity scale below highlights the mild to more extreme bunion (hallux valgus) conditions. Bunion Severity Bunions can differ in size and severity. Our pictorial scale for bunion severity highlights the mild to more extreme bunion conditions. All of these photos are taken by happy Sole Bliss customers who fit comfortably into Sole Bliss shoes. How do Bunions Form? People often ask "How do bunions form?" or "What causes bunions?" There are several causes of bunions: 1. Genetics 2. Biomechanics 3. Pregnancy 4. Chronic Obesity 5. Medical Conditions 6. Poorly-Fitting Footwear 1. Genetics - Most podiatrists will agree that the main cause of bunions is genetics. Your bunion could be an inherited structural foot defect. Genetics bestow us with certain foot bone shapes, and this is the most prevalent cause of bunion formation in sufferers. Blame your grandparents! 2. Biomechanics - Faults with your feet's biomechanics, such as over-pronation or flexible joints, can cause bunions. When the body overlords the bones in your feet, the normal distribution of weight through the first metatarsal into the big toe is disrupted. This puts stress on the joint and in some cases leads to bunion formation. In Sole Bliss closed-back shoes, a small memory foam pillow (known as the superior arch support) keeps your feet in the right position and protects against this inward rolling of the foot. 3. Pregnancy - Pregnancy can lead to new arrivals and we don't just mean babies! The hormone Relaxin is responsible for loosening up the ligaments of the pelvic bones during childbirth. In some cases, Relaxin also affects the ligaments around the bones in your feet. When your ligaments become looser, there is a greater tendency for your bones to move away from their original position, which can lead to the formation of a bunion or the widening of the foot. 4. Chronic Obesity - Just like during pregnancy, obesity adds exaggerated stress to the structure of your feet due to the additional weight of the body, and often results in pronation (the inward rolling of the foot). This is another cause of bunions. 5. Medical Conditions - Some conditions associated with loose ligaments and joints might increase the chance of developing bunions. Some examples of medical conditions which cause bunions are Marfan Syndrome, Rheumatoid Arthritis and Psoriatic Arthritis. All Sole Bliss shoes are designed with a deep and wide toe-box which accommodates feet affected by these conditions, as well as obesity and pregnancy. 6. Poorly-fitting Footwear - High heels are commonly credited as the biggest reason for bunion formation, but this is not necessarily true. A bunion is something a person generally has a disposition to. However, if you wear poorly-fitting footwear, you may be exacerbating this pre-disposition or existing problem. Shoes which are too tight or too narrow or too pointed can worsen bunions. This progression of the severity of your bunion can be avoided by investing in footwear with sufficient width and depth in the toe box, protection for bunions and the support your feet need. Bunions can worsen over time and become painful if you don't look after your feet. Years of wearing poorly-fitting footwear can take its toll on your feet and exacerbate the conditions which cause bunions. However, there are things you can do to slow the progression of bunions. This includes wearing comfortable shoes for bunions! By wearing the right shoes for bunions (hallux valgus), you can put a stop to the pain caused by putting pressure on your bunions. Your shoes for bunions should have a deep and wide toe-box with space for toes and tender joints. There should be no squeezing or pressing on any part of your foot. Stiff materials can be very painful for bunions so you should look for shoes made from very soft materials such as fine leather and suede. Wearing shoes that rub or irritate your bunions can worsen them and cause other foot problems, such as blisters, corns and calluses. To discover the magic of Sole Bliss wide width, comfortable shoes for bunions, read all about How Our Shoes Work. Treatment for Bunions There are many ways to look after your bunions. Simple treatments include soaking your feet in a footbath, icing your feet or gently exercising your feet and toes. Wearing the correct footwear for bunions is very important and contributes to your overall foot health. Follow this link to read more about Treating Bunions without Surgery. Shoes to Help Other Foot Problems Every Sole Bliss style can accommodate wide feet and bunions, but did you know that they can also relieve the discomfort caused by other foot problems? Hammer Toes If you suffer with hammer toes, you'll know that instead of the toe laying flat in alignment with the foot, the bone connecting the toe to the foot bends upwards, with the second toe bone tilting downward to form an inverted "V". Poorly-fitting shoes will exacerbate the problem. Sole Bliss shoes are not only designed to provide extra width, but all of the styles are also very deep at the front to avoid putting pressure on hammer toes. For those with hammer toes, check out our Wide Fit styles which offer extra space. Read our Blog on finding the Best Shoes for Hammer Toes here. You can also view our Collection of Shoes for Hammer Toes here. "I have suffered with not only bunions, but irritating hammer toes for several years now, and I felt that stylish shoes were out my reach - until I found Sole Bliss! The extra wide styles are deep enough for my hammer toes, wide enough for my bunions, but secure enough at the back to keep my feet in place. THANK YOU!!!!" - Andrea Plantar Fasciitis Affecting up to one in ten of us at some point in our lifetime, plantar fasciitis is the most common cause of pain in the heel. There is a thick fibrous band of tissue that runs from the heel to the toes called the plantar fascia, and plantar fasciitis is the inflammation of this tissue. It is most common between the ages of 40 and 60, and is often triggered by activities that put stress on the heel - such as running or long periods of standing on hard surfaces. Being overweight can also be a factor. Sole Bliss shoes provide three distinct layers of underfoot memory foam, each with different properties. The base layer is for shock absorbency, the middle layer contours around the shape of your foot and the top layer offers cushioning under the entirety of your foot. Plantar fasciitis sufferers will benefit from this luxurious underfoot support and cushioning. Read more about what makes our shoes so comfortable for plantar fasciitis. You can also view our Collection of Shoes for Plantar Fasciitis here. "Plantar fasciitis makes walking in any shoe painful - but high heels were the most painful of all! The cushioning in my Sole Bliss heels is unbelievable and has allowed me to feel feminine again. I'm replacing every pair I own with Sole Bliss now! Thank you" - Claire Arthritic Joints Painful, stiff arthritic joints can make wearing stylish shoes impossible, but no longer! The combination of the components that comprise Sole Bliss award-winning technology can alleviate the discomfort of arthritis in the foot. The triple-layer, custom-cushioning system alleviates pain and provides support, and the wide and deep toe box ensures arthritic joints aren't constrained or pressurised by the shoes upper. Our Wide Fit shoes typically have the most accommodating fronts, making them the best shoes for arthritis sufferers. Read our Blog on finding the Best Shoes for Arthritis here. "The extra wide Sole Bliss styles provide enough space for my stiff, arthritic toe joint to relax and not feel pressured by the upper of the shoe" - it's a miracle!! - Angela Mortons Neuroma Ever feel like you have a pebble under the ball of your foot? Then you may be suffering from a Mortons Neuroma. This condition occurs when nerves in the foot become inflamed or damaged, and it can make wearing any type of shoe uncomfortable. Sole Bliss styles are among the best shoes for Mortons Neuroma, due to the three-layer custom-cushioning system underfoot that provides ultimate cushioning for troubled feet. Additionally, in all closed-back Sole Bliss heels, the anti-pronation device provides Mortons Neuroma arch support to alleviate discomfort. Read our Blog on finding the Best Shoes for Morton's Neuroma here. You can also view our Collection of Shoes for Morton's Neuroma here. I am thrilled to be able to wear heels again comfortably without my insoles after more than 10 years. Apart from bunions I also suffer from Morton's Neuroma. I am amazed how well my 2 pairs of Ingrid shoes fit me. A pair of boots are now on the agenda!! Thank you Sole Bliss!!" Mette Flat Feet & Over-Pronation If you have flat feet, it is very likely that you over-pronate (roll inwards) as you walk. Your feet are flatter to the ground because your arches have dropped or collapsed. Women with flat feet are less able to absorb shock, which means the impact is being absorbed further up your legs. Sole Bliss shoes for flat feet are designed to provide ultimate cushioning and support, including shock absorption. All our closed-back shoes for flat feet contain an anti-pronation device which is a small memory foam pillow that counters over-pronation and holds your foot in the correct position. Read our Blog on finding the Best Shoes for Flat Feet here. You can also view our Collection of Shoes for Flat Feet here. These shoes are a game-changer! I don't have bunions but I do have flat feet and fallen arches. For the first time I can wear my dressy shoes for hours on end without the pain or discomfort that usually comes with heels!" Sally Diabetic Neuropathy Diabetic neuropathy is a unique type of nerve damage in your legs or feet. Diabetics with this type of nerve damage must pay special attention to their feet, checking them regularly and avoiding any kind of laceration injury. Sole Bliss shoes for diabetic feet provide triple-layer cushioning and support, are handcrafted from ultra-soft leathers, and are seam-free to prevent irritating the skin. Read our Blog on finding the Best Shoes for Diabeteshere. You can also view our Collection of Shoes for Diabetes here. Love my new Sole Bliss shoes! I suffer with diabetic neuropathy and have to be very careful with my choice of footwear. I honestly thought my days of wearing normal footwear were over but these shoes are a revelation! So stylish and comfortable for my poor feet!" Dawn

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