

## PRESS RELEASE

*Go Walking*

# Viking Myk Boa

## – Premium walking comfort

**For hours of comfortable walking with dry and energized feet, Viking Outdoor Footwear is introducing an entirely new shoe to men and women of all ages – Myk Boa.**

No two days are exactly alike. Therefore, the perfect everyday walking shoe must be ready to handle any weather or occasion, with the highest level of comfort possible. This is the inspiration behind Myk Boa, Viking's new, well-crafted walking shoe with a style that fuses sport and city.

### **Soft feel, modern look**

Myk Boa lets you walk anywhere, while staying dry and comfortable. It is made from premium materials such as matted full grain nubuck, with a pigskin lining. The result is a modern look and construction with the durability to stand the test of time.

For excellent foot comfort, the shoe features an Ortholite insole, which provides support and cushioning for feet that are on the move.

For days when the ground is soaking wet or it looks like rain, a GORE-TEX® membrane ensures 100 percent waterproofness, while still allowing the foot to breathe freely.

### **Easy BOA adjustment**

Putting on Myk Boa and adjusting the fit is quick and simple. Instead of laces, the shoe features the BOA Fit System, a center-mounted tightening wheel that allows for fast and easy fit adjustment – on the fly. The new Textile TX4 soft textile lace from BOA offers maximized durability, minimized friction and even higher comfort.

### **All-round great grip**

When it comes to fit, Myk Boa is made with a wide last that offers good support with plenty of room for the toes to move. Underneath, a high-quality Viking UGC® rubber outsole provides a secure grip on most surfaces, wet or dry.

Myk Boa is also available in a traditional laced version called Myk GTX. Both shoes place equal focus on performance, elegance and sportiness.



**MYK BOA GTX**

Size W: 36-42 Size M: 41-47

Color W: Black Color M: Black/Brown

RRP: 199,95 €



**MYK GTX**

Size W: 36-42 Size M: 41-47

Color W: Grey, Dark Pink Color M: Dark Brown

RRP: 169,95 €

**For more information about Myk Boa, Myk GTX and all Viking Outdoor Footwear walking shoe styles, contact:**

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