

# ALIA Technology Increases Comfort Of Women's High Heel Shoes By Enrico Cuini

**Beverly Hills, California Jun 6, 2022 ([IssueWire.com](https://www.issuewire.com))** - Wearing high heels is one of those essential items in a women's wardrobe. Beauty, however, can hurt when wearing something that feels unnatural to the foot. [Enrico Cuini](#) has cutting-edge tech called ALIA to help increase the performance and comfort of a sexy high-heeled shoe. Here are some things to note about ALIA technology.

## ALIA Technology

ALIA stands for Active Lift in Alignment. The technology makes high heels comfortable by **decreasing the pressure** on the balls of feet and increasing the surface area of support, helping to disperse force across the entire sole. It helps women get a better and more **dynamic support** system and puts the joints in the optimal position of alignment so the muscles and joints can work in the most ideal position. Women also have **greater stability** even in high, thin, needle-like heels and have **improved energy return**.

Think of ALIA technology as an assisted walking system to keep ladies floating through their work day and beyond evening happy hour. The fashionable and functional motif of the brand shows that women can remain stylish while empowered by their heels.

## Products

Cuini has various shoes for women such as peep-toes, boots, booties, sandals, loafers, pumps, slingbacks, and mules. Additionally, they have sneakers for more casual or athletic endeavors. Clients will feel comfortable wearing these shoes to help them in their personal and professional lifestyles.

The high-end brand is produced exclusively in their private Italian factory and delivered directly to customers from made-to-order sales. Their products are available online and at pop-up events around the country where customers fly hours to attend appointments to consult with Enrico Cuini himself. Their clients are smart, sexy women who set their goals high and wear their heels even higher.

## About Enrico Cuini

Enrico Cuini started his journey in 1997 by sketching some shoes for Taryn Rose. Cuini was in the architectural business but always had a passion for sexy heels having watched his mother dress up and growing up in one of the largest shoe-making centers in Italy.

Although Cuini and Rose went down separate paths after the initial meeting, Cuini got back into making shoes by using his experience in designing, engineering, and material science to invent the "Wing Shoe" technology (part of the inspiration came from seeing a butterfly in his studio window) and now named ALIA. The butterfly continues to be a symbol of his "Wing" movement to help him reach his highest potential and build a community around service and care for others.

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