

# ZeroTie, the World's First Hands Free™ Self-lacing Shoes, debuts on HSN

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/EINPresswire.com/ -- [ZeroTie](#), hands free™ self-lacing [shoes](#) will make their first appearance on Home Shopping Network (HSN) tomorrow, January 17th, 2018, on the Shoe Closet from 3PM to 4PM/EST. The ZeroTie Women's Rocky Run (style) will be featured on the program and presented by On Air Guest, Dawn Gallagher.

ZeroTie is a unique shoe, in that it combines technology with footwear. The patented ZeroTie system eliminates the need to bend down to tie and untie your shoes. With ZeroTie shoes, there is no button to press or strap to pull. It's simple and easy to use. To wear the shoe, you simply place your foot in the shoe, draw your foot back to activate the "tying" mechanism and you're ready to go. Loosening the laces is just as easy. All you have to do is effortlessly press down on the small lever on the back of the shoe with your foot and you step right out. The shoes are absolutely hands free. Once you take them out of the box, you'll never need to touch them with your hands again.



ZeroTie Women's Rocky Run shown in White

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This type of footwear is such a game-changer – plus we offer a great combination of style and functionality.”

*Forrest Brown, VP Sales for  
ZeroTie*

The ZeroTie ([www.zerotie.com](http://www.zerotie.com)) collection offers Men's, Women's and Children's shoes. The Women's Rocky Run shoe that will be featured on the Shoe Closet comes in Black, White, Lavender and Grey, in full and half sizes from 6 to 10 and 11. In addition, the ZeroTie Men's Rocky Run, Rocky Road and Rocky Raccoon styles in sizes 8.5 to 12 and 13 will also be available on [www.hsn.com](http://www.hsn.com), while supplies last.

“This shoe presents a tremendous benefit to so many different types of consumers.” states Evan Cagner, C.E.O. of [Synclaire](#)

Brands. “We have developed a true quality of life product...our technology works great for people who need to tighten and loosen their shoes frequently, and those who take their shoes on and off many times a day – as well as health care professionals, home services workers, the elderly and disabled, and people with special needs and really, again, anyone who is looking for a fast and easy way to take their shoes on and off.”

“We are so excited to be on HSN, as it really gives us a chance to show our product to a much larger audience,” states Forrest Brown, VP Sales for the brand. “I traveled through different parts of the US all throughout 2017 to promote ZeroTie and got to witness first-hand how excited people are about these shoes. The feedback has been both phenomenal and humbling. This type of footwear is such a game-changer – plus we offer a great combination of style and functionality.”



ZeroTie was invented by a caring Son from Minnesota, after watching his mother struggle with bending down to tie her shoes due to her severe arthritis. After perfecting the design and technology, he connected with Victoria Staten, ZeroTie's Brand Manager. Ms. Staten spent many years of her career in the shoe business and now consumers all over the country will finally have an opportunity to wear these life changing shoes. “While the idea came from someone who couldn't physically tie their shoes, we realized we were on to something when we tested it with kids who said they wore them every day and didn't want to give them back!” states Staten.

The Fall 2017 collection will include Men's, Women's and Children's, starting at a price point of \$125USD for Adults and \$70USD for Children's. ZeroTie are available now, online at [www.zerotie.com](http://www.zerotie.com) as well as select Independent Comfort, Sporting Goods, General Outdoor, Tech Fashion and Children's retailers nationwide. While supplies last, ZeroTie is available on <https://www.hsn.com/shop/zerotie-shoes/fa0045-18803>

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#### About ZeroTie

ZeroTie is a registered trademark of Hands Free, LLC, Ham Lake, MN. For more information, please go to [www.zerotie.com](http://www.zerotie.com)

Hilarie Viener  
Viener&Partners  
9173289739  
email us here

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