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For Immediate Release

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**CHILDREN'S FOOTWEAR SPROUTS UP WITH 529 BRANDS
AT THE UPCOMING WSA™ SHOW IN LAS VEGAS FEB. 1-4;**

**The WSA Show to Host the World's Largest, Most Comprehensive Offering
of Children's Footwear Companies and Brands;**

Growth in Children's Sector Reflected in Expansion of Products, Styles

(Encino, Calif.) – Jan. 9, 2007 – More than 529 companies and brands are slated to present children's footwear for fall/winter 2007/08 at the upcoming WSA Show, Feb. 1-4, in Las Vegas. The breadth of the children's footwear offerings matches the growth in the market; according to Marshal Cohen, analyst with NPD, children's shoe sales for the 12 months ended November 2006 totaled \$5.4 billion, up 6.3 percent from the prior year.

"What we'll be seeing in a few weeks will be the largest and most exciting portfolio of footwear for kids anywhere in the world," confirmed Diane Stone, chief operating officer of The WSA Show. "Retailers, especially independent stores, will find that they will have the products and styles to attract the entire family, from parents through toddlers. That's a big plus in today's marketplace for both the pure-play children's shoe store and the broader-range family shoe store."

Stone continued that "kids has proven to be such a popular category that we have published and mailed a WSA Show Buyers Guide listing all these children's companies and brands at the show. This guide lists each brand by facility and booth number to make it easier for buyers to get the most out of the show. We sent it in advance to all buyers of children's product to help them plan their appointments before ever coming to Las Vegas"

According to respected analyst Marshal Cohen, the children's footwear category is an interesting dynamic because "children are getting older younger" due to the influence of media and online information. In its recent trend report, industry magazine *WSAToday™* confirmed that children are focused on miniature versions of adult shoes, such as flats and trimmed boots for girls and leather boots and slip-ons for boys.

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This trend bodes well for some familiar brands such as **Nina Kids**, **Skechers** and **H.H. Brown**. Nina Kids will introduce adult fashion styling, such as leopard prints, wool and herringbone, fur trims, and metallicized patents, into their children's line. Skechers' 20 lines include 310 Footwear, Kitson, and Michelle K brands. The company noted that sales are especially strong in the boys category. Likewise in Fall 2007, H.H. Brown will be introducing children's styles to match their adult lines.

Patagonia Kids is also paying attention to the influence of adult fashion on children's footwear. "Kids are the youngest consumers and have a lot of purchasing power," said Karra Evans, product manager. "The biggest craze we see is the 'Mommy and Me' and 'Daddy and Me' trends. The color selections pair up with the adult color choices yet focus on kid-specific colors that catch the attention of the young audience."

That doesn't mean that children aren't still captivated by popular characters that are strictly kid-friendly. "Kids will still reach over and over for their favorite pair of shoes, and these are often characters," Cohen noted. "But the fact is that the average child today has twice the number of pairs of shoes as the average child 10 years ago. Most kids today have 10 to 11 pairs of shoes, which parents are always replacing because of growth spurts."

A number of well-known brands are adding children's collections in 2007. **Donald J. Pliner** is launching his first children's collection for fall 2007 a result of Pliner becoming a father last year. After 30 years in the business, **Camper** is launching its first collection for children, **Camper 4 Kids**. Camper 4 Kids, which symbolizes the happy and youthful Camper spirit, represents a natural extension of the brand in order to satisfy the growing demand in a market.

This spring will also see the launch of **Mephisto's** first children's line under the **Allrounder** brand. The new collection offers many of the same product features incorporated in the popular Allrounder adult line including patented waterproof technology and multiple styles and color combinations.

For Fall 07, **SG Footwear** will introduce its "**stuff by hilary duff**" collection. The line will be a "direct reflection of Hilary's unique fashion sense and vision" with price points in the \$16.99 to \$29.99 range.

Some brands, such as **Merrell** and **Timberland**, have worked comfort and fit into the footwear equation. For fall/winter '07/08, Merrell using soft, breathable mesh linings and removable perforated EVA footbeds to build comfort and breathability into school shoes.

At The WSA Show, **Timberland**, will introduce its premium PreciseFit system for boys' shoes. The PreciseFit system was launched last fall by the brand in its men's line. Timberland states that PreciseFit is the only integrated fit technology that allows parents to customize left and right shoes individually for kids.

The upcoming WSA Show Feb. 1-4 will feature 1,600 exhibitors representing more than 6,000 brands spanning the world's most prominent names. Show organizers recommend

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that retailers and buyers schedule meetings in advance with exhibitors at The WSA Show and *The Collections at WSA*™, the luxury show-within-a show. Events at The WSA Show are held at the Las Vegas Convention Center and Mandalay Bay Convention Center. Events for *The Collections at WSA* are held at The Venetian Hotel and Resort. More information is available at www.wsatoday.com and the forthcoming print magazine, WSAToday.

About The WSA Show and *The Collections at WSA*

The WSA Show is the world's largest and most comprehensive footwear, handbags and accessories marketplace. The twice-yearly events in Las Vegas attract more than 36,000 participants from 95 countries in 2.1 million square feet of space at The Mandalay Bay Convention Center and The Las Vegas Convention Center-South Hall. *The Collections at WSA*, a show-within-a-show, features over 350 luxury footwear and accessories designers from around the globe in an exclusive upscale setting in the suites at The Venetian.

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