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Contacts: Rivian Bell, (213) 612-4927, (888) 477-4319 (24/7) or rbell@jdipr.com
Lisa Bernfeld, (310) 556-3227 or lbernfeld@jdipr.com

**GLOBAL FOOTWEAR INDUSTRY GOES 'GREEN' AT
THE WSA™ SHOW IN LAS VEGAS FEB. 1-4**

Shoe Producers Incorporate Environmentally Friendly Materials;

The WSA Show, Simple Shoes to Host First 'ecoETHICS™ Conference' Feb. 3

(Encino, Calif.) – Jan. 23, 2007 – With environmental issues at the forefront of the public arena, footwear manufacturers are turning to eco-friendly materials in an effort to bring social responsibility into the world of fashion and comfort. In recognition of the global concern about environmental issues, a program dedicated to the potential “greening” of the footwear industry will take place for the first time at The WSA Show on Sat., Feb. 3, from 8:00 to 9:00 a.m. at the Mandalay Bay Convention Center. Hosted by **The WSA Show** and **Simple Shoes**, the casual shoe company that makes sustainable products, this “**ecoETHICS™**” conference will present the footwear industry with a platform on which to share practical and profitable environmental solutions.

“The time is right for a program that addresses these issues and provides those at the forefront the opportunity to explore their own processes and encourage others to follow suit,” stated Diane Stone, chief operating officer of The WSA Show. “Recycled materials and environmentally friendly manufacturing techniques can make the difference for many consumers, so footwear brands are marketing their environmental consciousness and doing right for the planet with their green initiatives.”

Among those participating during the conference are Angel Martinez, CEO of **Simple Shoes/Deckers Outdoor Corporation**; Craig Throne, director, **Patagonia Footwear**; Natalie Fausty, trendcaster, **Promostyl West Coast**; and Bill Bartholomew, VP of Sales and Marketing, **The Leather Group**; Galahad Clark, managing director, **Terra Plana**. The panel will be moderated by Pat Devaney, vice president of product development, **Simple Shoes/Deckers Outdoor Corporation**.

Monica DeVreese, brand manager at Simple Shoes, confirmed that “consumers are demanding businesses take a more responsible role when it comes to protecting the planet. This is our future or there will be no future!”

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WSA GOES GREEN – 2-2-2

A number of footwear and accessories manufacturers who are exhibiting at the upcoming WSA Show are taking this message to heart. Some, such as **Brown Shoes' Dr. Scholl's** line, utilize chrome-free leathers that are environmentally friendly. Others, such as **Dan Post Boots' Code West** boots, **Teva's Curbside** line, or **Etonic Worldwide**, utilize recycled materials for outsoles and linings. Recycled automotive tires are a favorite component. **Etonic** and **Aetrix Worldwide**, which is introducing FDA-tested socks lined with Cooper Sole Technology™ to eliminate almost all bacteria and fungi, also package their products in boxes made from recycled paper.

There are even companies such as **Earth** and **Charmone** that produce “vegan” shoes made without the use of animal products. Earth utilizes high-quality microfibers that resemble leathers and suedes. For every Earth Vegan™ pair sold, the company will donate \$5 (up to \$25,000 for 2007) to Earth Share® to support environmental causes. **Charmone** also produces vegan shoes and will add a Brazilian collection in fall/winter 2007/08 to its existing Italian line. Both collections feature hand-crafted shoes produced in “sweatshop-free” environments. Charmone notes that “from last boards to boxes, everything is made with recycled materials wherever possible.”

The upcoming ecoETHICS conference is open to all attendees of The WSA Show at no charge. Reservations are suggested by checking online at the Special Events section of www.wsashow.com.

The WSA Show is held at the Las Vegas Convention Center and Mandalay Bay Convention Center *The Collections at WSA* is held at The Venetian Hotel and Resort.

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 *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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