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**INNOVATIONS IN FOOTWEAR AND ACCESSORIES UP FOR VIEW  
AT THE WSA™ SHOW, LAS VEGAS FEB. 1-4**

**World's Largest Footwear Marketplace Showcases First-Time Products, Brands**

(Encino, Calif.) – Jan. 18, 2007 – Innovation is the focus of many of the 1,600 companies and 6,000 brands that will showcase footwear and accessories for the global market at The WSA Show in Las Vegas, Feb. 1-4. More than 180 new exhibitors will be participating in this year's show at the Las Vegas Convention Center and Mandalay Bay to attract retailers and buyers to their fall/winter 2007/08 collections.

“Innovation is everywhere – in materials, design, technology, and functionality,” stated Diane Stone, chief operating officer for The WSA Show. “Some manufacturers are finding new uses for materials, while others are introducing new systems that will change the way we walk and run. With so many new exhibitors at both The WSA Show and the luxury show-within-a-show at *The Collections at WSA™*, retailers and fashion editors will have the first and best opportunity to see what the global footwear and accessories industry is bringing to market.”

The need for innovation is supported by New York industry analyst Marshal Cohen of NPD. “The footwear market can't rest on its laurels,” he emphasized. “Manufacturers have to earn their stripes, to respond to consumer challenges. Brands need research to really recognize and understand their customers. The footwear market is evolutionary – shoes must first live and breathe in consumers' closets for acceptance to occur. That means that manufacturers can't be too quick to abandon a new line.”

Technological innovation is most apparent in athletic performance footwear such as **Isaac Daniel** and **Z-Coil®**. At Fele's Isaac Daniel, the design team has created huge interest with its Compass Global 1000 – Inventor's Limited Edition™, the world's first patented GPS satellite tracking enabled walking shoes. The technology is incorporated into seven different men's and women's models with 19 color combinations. Daniel started work on the idea in 2002 after his son went missing momentarily. The patented Quantum Satellite Technology™ in each Compass Global 1000 can be activated with the push of a button to help locate the wearer and facilitate rescue, if needed.

For those who seek more comfort in an athletic shoe, **Z-Tech** will roll out its

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second-generation Z-Coil Footwear that features a patented, shock-absorbing design to reduce impact and distribute pressure more evenly across the foot. The new “Freedom 2000” product, with a distinctive conical steel coil, reduces the rate of impact absorbed by the heel to alleviate pain.

Brands are scaling new heights in footwear as producers leverage the popularity of certain apparel lines. **Global Brand Marketing Inc., (GBMI)**, which holds the license for footwear under the Diesel brand, will launch its first footwear collection under the **7 For All Mankind** brand. After 10 years leading fashion in the hip-hop world, **Rocawear** will make its first appearance in footwear via licensing to **Report**. No age is left out, as the daughters of **Rev. Run** from the pioneering hip-hop group, Run DMC, introduce the “Pastry” collection for youths via **Vida**.

Innovation is also apparent among manufacturers who have elected to be socially conscious. Some eco-friendly companies, such as “vegan” brands, **Charmone** and **Earth**, are producing new collections that carry no animal products. Others, such as **Dan Post Boots Co.** and **Teva**, are launching new collections made from recycled tires and other rubber products. While others, such as **TOMS**, **Chaco**, and **SmartWool**, are donating a percentage of sales to children in need.

For other brands, innovation means providing new flexibility for the consumer. **George Taveras** created “**Jour & Nuit**” as the first designer women’s collection featuring interchangeable straps that can be removed completely and transferred to any other sole in their line. In handbags, **Cambiare Borsellino** enters the market at The WSA Show by providing several different handbag “base” styles with interchangeable covers. A retail pack will be available with a base design and three covers, as well as stand-alone base styles and separate cover purchasing options. For children, **Zipz** will introduce shoes and accessories that literally zip apart to allow interchangeability in tops and bottoms, as well as allow room for children to safeguard keys or other items.

Innovation is also a hallmark of brands whose longevity is noteworthy. At **Spenco**, four decades of constant innovation have kept the company vibrant as it celebrates its 40<sup>th</sup> anniversary at The WSA Show. Spenco will introduce “PolySorb® Kids Insoles,” designed with the company’s Memory Foam Technology to support active kids and their growing feet.

Exhibits and events at The WSA Show are held at the Las Vegas Convention Center and Mandalay Bay Convention Center. *The Collections at WSA* is held at The Venetian Hotel and Resort. More information is available at [www.wsa.com](http://www.wsa.com)

### **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 more than 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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