



**For Immediate Release**

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**ECOETHICS CONFERENCE DESTINED TO BE STANDING ROOM ONLY  
AS GLOBAL FOOTWEAR INDUSTRY ADDRESSES SUSTAINABILITY  
AT THE WSA SHOW™ ON AUGUST 1**

**Brands, Retailers and Consumers Find Value in Environmentally Friendly  
Materials and Production Processes**

(Encino, Calif.) – July 24, 2007 – Several hundred footwear and accessories manufacturers and retailers have already signed up for the next **ecoEthics** conference, co-hosted by **Simple Shoes** and **The WSA Show**, at the Las Vegas Convention Center on Aug. 1 from 7:30 am to 9:00 am. Held for the first time at the February 2007 WSA Show, this subject is top of mind for industry leaders as well as consumers. The session will address how companies can achieve sustainability and smaller carbon footprints that pay off for business *and* the planet.

Moderated by **Patrice Thramer**, president of **Gen7 Resources**, an international group of manufacturers and retailers will discuss how they've successfully incorporated eco-friendly practices into their businesses. Participants include **Bill Worthington**, president and creative director, **Olukai**; **David Aznavorian**, vice president of marketing, **Earth**; **Rebecca Brough**, founder and designer, **Mink Shoes**; **Natalie Dean**, founder, **Beyond Skin**; **Angel Martinez**, president and CEO, **Simple Shoes**; **Richard Graf**, founder, **Studioeec**; and **Danny Wasserman**, president, **Tip Top Shoes**. A special keynote speaker and special presentation will kick off the program.

"It is no secret that the footwear industry has not been very friendly to the planet," said Monica deVreese, brand manager, Simple Shoes, with Deckers Outdoor Corp. "At the last ecoEthics gathering, we agreed that the industry can no longer afford to maintain business as usual. The good news is that many have aggressively incorporated ecoEthics into their practices, and others are looking to start. At Simple Shoes, we are committed to making products that are 100 percent environmentally friendly at every step, season by season. It is the mission of Simple Shoes and The WSA Show to provide a non-competitive forum for deliberation so the industry can begin to collectively move forward for the sake of our planet. There is not yet a standard for how this can be done, but many good ideas and lessons learned."

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## THE WSA SHOW/ ecoEthics --- 2-2-2

Like Simple Shoes, many footwear manufacturers have already learned how green manufacturing and marketing can turn into green at the cash register. **Earth** continues to use mixed media materials and sustainable design practices in its spring 2008 collection, which includes the expansion of the popular Kalso-Lite™ Collection. **Terrasoles** will be introducing an exciting spring line that combines rugged and environmentally appropriate materials for a trendy, but comfortable lightweight outdoor shoe, while **Zümfoot**, a division of Rocky Brands, will be launching an anatomically designed sandal line with removable insoles that come in eco-friendly packaging.

Luxury lines are no stranger to social and environmental responsibility. Rebecca Brough, a Hollywood fashion stylist, founded **Mink** as a completely vegan line with whimsical styles in brilliant colors. At the United Kingdom's **Beyond Skin**, Natalie Dean founded the company to combine fashion and ethics and create "gorgeous, ethical footwear." The new spring '08 line offers 14 styles that "transcend the typical rotational calendar." Beyond Skin's packing and promotional items feature recycled or sustainable source materials printed with vegetable-based inks.

**Taryn Rose** will also launch its first Verde eco-friendly footwear and accessories line at the upcoming show. Verde casual shoes are crafted in Italy with rubber soles made from vegetable oil instead of petroleum. Leathers are tanned with organic vegetable dyes, and glues are non-toxic. As a result Verde shoes are recyclable.

All three designer lines will be seen with other luxury footwear, handbag, and jewelry lines at The Collections at WSA™ at The Venetian Resort Hotel and Casino.

"It's wonderful to see the footwear industry marching the direction of ecological and social responsibility and developing marketable products at every price point and for every lifestyle, and that also have minimal impact on the environment," said Diane Stone, chief operating officer of The WSA Show. "Our show, because it is the most important global industry marketplace, is the perfect platform upon which to build awareness and deepen the commitment of wholesalers and retailers alike, to provide products that will make a difference worldwide."

The upcoming ecoEthics conference is open to all attendees of The WSA Show at no charge. Reservations are suggested by checking online at [www.wsashow.com](http://www.wsashow.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 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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