



**For Immediate Release**

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

**CHILDREN'S FOOTWEAR SHINES WITH MORE THAN 600 BRANDS  
AT THE WSA SHOW™ IN LAS VEGAS JULY 30-AUGUST 1**

**Newly Dedicated 'KidzSpace' at WSA Reflects Steady Growth  
in Children's Category**

(Encino, Calif.) – July 10, 2007 –More than 629 companies and brands of children's footwear are set to present spring/summer 2008 styles at The WSA Show in Las Vegas, July 30 – August 1. The children's footwear offerings represent a growth of 15 percent from the February WSA Show. According to the consultants at the NPD Group, children's footwear sales in the U.S. for the 12-month period ending May 2007 increased 12.3 percent to \$7.2 billion.

"The children's category is increasingly popular, and we ensure that it is a core component of the show," said Diane Stone, chief operating officer of The WSA Show. "We have dedicated this area, now branded, as 'KidzSpace' at WSA and placed it prominently. It is highlighted with special decor for greater buyer ease, focus and convenience. Buyers will find 100 new companies and brands featuring children's product that weren't part of the last show. KidzSpace at WSA will fully reflect the breadth and depth of the global children's footwear market."

The show will herald new children's footwear exhibitors such as **See Kai Run**, **Trumpette**,™ **U.S Sport**, and **Foyo**. The WSA Show is also drawing footwear from international designers such as **Felu** (Italy), **Chili Footwear** (Spain), and **Aojia Shoes** (China).

Children's footwear and accessories will not be contained to just the KidzSpace area, but will also be exhibited throughout the Las Vegas Convention Center. In an effort to make it easier for buyers to locate children's brands throughout the show, onsite directories have been conveniently placed, listing each brand by category and booth number. In addition, buyers have been given pre-show access to this information on The WSA Show website, facilitating the ability for buyers to set appointments.

- MORE -

## THE WSA SHOW/CHILDREN'S – 2-2-2

According to industry magazine WSA Today,<sup>TM</sup> children's trends continue to include some adult fashion styling, such as flats, wedges and platforms, but there is also a response to parental demand for color and mixed fabrics. "Hybrid" footwear that incorporates rugged styling with fashion is also in evidence.

These consumer demands are reflected in new lines from **See Kai Run** and **Hunter**. See Kai Run is introducing a whimsical, yet sophisticated spring/summer 2008 collection that sports a kelly green bowler with a black and white wheel on the side. Hunter's Reflection-Protection Wellington boots for kids will introduce four new colors – lilac, pumpkin, fuchsia and lime.

**Heelys'** will launch its Gamer line, which includes The Gamer, The Gamer Lace and The Gamer 1.5. The new collection offers many of the same product features popular in Heelys lightweight "wheel in the heel" athletic shoes, but will include game controller design detail on the sole of the heel rather than a wheel.

A definite trend in children's footwear is that parents are not just looking for color, but also for shoes that can adapt to different environments. For spring '08, **Robeez** will introduce Robeez Tredz<sup>TM</sup> for toddlers that feature a water-resistant, flexible, and non-slip rubber sole that is suited to daily activities as well as outdoor wear.

In addition to new spring/summer '08 footwear, The WSA Show will offer a considerable number of current product lines to those buyers seeking to fill in orders for the upcoming fall/winter. **pediped**<sup>TM</sup> fall/winter 2007 line will debut at the August show with pink cheetah fur, chocolate brown Mary Janes with lime green, metallic pink or white polka dots, as well as fur-lined boots for boys.

Given the growth in adult accessories, it's not surprising that children's accessories would also gain traction at The WSA Show. The accessories category represents interest to consumers and increased revenue and profits for retailers. **Nina Kids** has added matching vinyl totes to its spring '08 line of beach and pool sandals. **Foyo**, known for its Croc<sup>TM</sup> charms, will launch a licensed collection of Disney charms to be added to children's shoes (i.e., Crocs, Holey Soles<sup>TM</sup>, and Dawgs<sup>TM</sup>).

**Trumpette**, known for marketing baby socks, will captivate children and adults with the launch of its new Disney sock collection. In addition, Trumpette has expanded its shoe line to include moccasins and colorful summer jellies as well as metallic booties – Baby Tracks.

The upcoming WSA Show, July 30 – August 1, will feature more than 1,600 exhibitors showcasing 6,000 brands spanning the world's most prominent names. Show organizers recommend that retailers and buyers schedule meetings in advance with exhibitors at The WSA Show and The Collections at WSA<sup>TM</sup>, the luxury show-within-a show. Events at The WSA Show will be held at the Las Vegas Convention Center. Events for The Collections at WSA are held at The Venetian Hotel and Resort. More information is available 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 event in Las Vegas attracts more than 37,000 participants from 95 countries in 2.1 million square feet of space. In addition, 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 Hotel and Resort.

# # #