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## **THE WSA SHOW LAUNCHES “THE BOX” AT FEBRUARY 2008 MARKETPLACE**

### ***Distinctive Fashion Brands Featured in Customized, Open Environment at Mandalay Bay***

**Encino, Calif. (January 24, 2008)** –The WSA Show is encouraging buyers to think *inside* “The Box” at its upcoming marketplace, with the launch of a featured destination that will provide buyers with a venue in which to view a carefully selected assortment of trend-driven contemporary footwear collections.

The Box is an intimate space located on Level Two at Mandalay Bay offering innovative style and design elements to showcase the right mix of women’s fashion footwear in a fresh, new landscape.

“The Box will give our independent retailers the ability to discover fashion through a greater variety of brands in the contemporary market in one convenient, barrier-free location,” said Diane Stone, chief operating officer, The WSA Show. “It will provide exhibitors with the perfect venue to build an independent identity for specific lines and brands, while showcasing them to the largest assembly of buyers in the footwear marketplace.”

The Box will attract and impress buyers with new collections and launches from exhibitors, including Dolce Vita, ABS, Velvet Angels, Report Signature, Nina, NM70 by Brain Lab, Boutique 9, DansSara, Goka Designs and Façade.

“Given that Dolce Vita is more of a boutique brand, we decided that The Box would be a good opportunity to give our customers a more intimate setting to view our collection,” said Paul Lommen, Dolce Vita.

The WSA Show hosts all the major footwear and accessories brands along with newcomers in every price point and category from all over the world, offering a 360-degree view of the entire industry in one convenient location. Taking place from February 21-23, 2008 at the Mandalay Bay Convention Center and The Sands Expo Center, The WSA Show continues to merchandise the floor giving attendees access to resources, experts and trends that cannot be found at any other footwear and accessory marketplace.

**About The WSA Show**

The WSA Show is the world's largest and most comprehensive footwear, handbags, and accessories marketplace, offering a 360-degree viewpoint of the footwear industry. The twice-yearly event in Las Vegas attracts more than 37,000 participants from 95 countries in 2.1 million square feet of space. The Collections at WSA, an exclusive premium footwear and accessory show within The WSA Show, features hundreds of luxury footwear, handbag and jewelry designers from around the globe in an exclusive upscale setting. Materials at WSA, launching in Las Vegas in February 2008, alongside The WSA Show, will further expand the breadth of this industry marketplace to include the supply chain by focusing on materials, design, components, technology and sourcing alongside the finished product, becoming easily accessible to brand and retail leaders. For more details, please visit [www.wsashow.com](http://www.wsashow.com).

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