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**STYLE WALK - FIRST LIVE FASHION SHOW AT WSA DEBUTS TO PACKED HOUSE  
AT FASHION SHOW MALL**

***Day Three of World's Largest Footwear and Accessory Trade Show Features Red Rock  
Ride & Run in Red Rock Canyon and Seminar on Today's Hottest Fashion Trends***

***Glass Slipper Awards for Best New Exhibitor and Most Creative Booths Announced***

**LAS VEGAS, (August 3, 2006)** – Style Walk, WSA's first live runway show, hosted by Lawrence Zarian, "The Fashion Guy" who regularly appears on Live with Regis and Kelly, debuted last night at the Fashion Show Mall in Las Vegas. A packed house of show attendees and mall shoppers on the upper levels were treated to a lively presentation of international footwear collections from Spring '07. Hundreds of spectators viewed silhouettes from the luxury, rugged/outdoor, comfort and athletic categories while indulging in a champagne bar. In the early morning hours of day three, avid runners and cyclists participated in the Red Rock Ride & Run at Red Rock Canyon sponsored by *Runner's World* magazine, Two Ten and WSA, that benefited the Two Ten Foundation, the industry's own charitable organization that benefits those in need.

"Style Walk topped off a busy day with a glamorous showcase of what will be at retail next Spring," said Diane Stone, chief operating officer of WSA. "It entertained and dazzled attendees unlike anything before at this show. This event will become an integral part of the show going forward to bring runway focus to the comprehensive gathering of brands and lifestyles that are the global footwear industry. Combined with a solid day of doing business, international delegations establishing new connections and Susquehanna International Group's financial presentation led by John Shanley, established Wall Street analyst, this show continues to build its position as the preeminent global marketplace for footwear and accessories."

In today's seminar held at the Mandalay Bay, fashion trend expert Sara Petitt, WSA's predicted that sand and desert tones will be big in Spring 2007. –more-

Her other observations included: natural materials like wicker and bamboo will join the popular 2006 earthy corks, jute and canvas as key fashion accents; patterns influenced by exotic locales

### *WSA August 2006 Show Largest in Event's History*

and juicy tropical colors will provide an island vibe; and leather will make statements with cutouts and textures achieved with stamping, embossing and quilting. Petitt, a professor at the Fashion Institute of Technology in New York, also predicted that romantic ruffles, buttons and bows will be popular. Even the insides of shoes will feature designs that have shelf appeal at retail.

At the Collections at WSA, the WSA Show's luxury and designer show-within-a-show, exhibitors were lauded for their creative and attractive suite designs, earning them the prestigious Glass Slipper award. The awards, presented at the Shoetini cocktail party at the Venetian, went to: Best New Exhibitor: Angeleigh Anastasio Studio (#5237); Most Innovative Suite Space Design: Piatonna (#5312); and Most Creative use of Exhibit Space: Kenneth Cole (Titian Ballroom).

Back at the Sands Convention Expo, two not-for-profit organizations were networking with footwear industry members to create partnerships to help children in need of footwear. Soles4Soles teamed up with K.I.D.S. at the urging of Diane Stone, WSA's chief operating officer. With side-by-side displays at the Sands, the two charities were well-positioned to interact with the many companies and individuals looking for a way to put footwear onto the feet of those in need. At least one company has already promised to donate its samples at the end of the show.

### **About the World Shoe Association (WSA)**

Twice a year in Las Vegas, WSA simultaneously hosts the WSA Show, the world's largest and most comprehensive marketplace for the footwear industry, and The Collections at WSA, the world's largest luxury footwear event. Featuring over 6,000 brands and 36,000 participants, these combined events offer an unmatched opportunity for manufacturers to showcase their products and for buyers to discover the latest trends. The WSA Show is the must-attend event for anyone involved in the footwear and accessories industry. For more information, please visit [www.wsashow.com](http://www.wsashow.com) or [www.thecollectionsatwsa.com](http://www.thecollectionsatwsa.com).

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