

EN FACES

"It's just a wonderful thing when everyone comes together to celebrate the shoe industry."

— ELYSE KROLL

ENKWSA BASH

Wednesday, July 27, 2011

ENKWSA attendees gathered at Encore Beach Club to toast Deckers Outdoor Corp. CEO Angel Martinez, who received the first Footwear Industry Icon Award. The party was co-hosted by the show organizers and Deckers' Ahnu brand. "[Angel] has had a tremendous impact on not only his organization but on the broader industry," said David Kahan, president of ENK Footwear Group. For his part, Martinez joked that "if we can get people to buy a pair or two more of Ahnu a year, we'll all be a little better off, and we'll get to have more parties."



Sam Hassan and Joseph Joseph



Bob Goldman and Fred Mossler



Bob Schwartz



David Kahan



Rick Ravel and Tarek Hassan



Isack Fadlon with Zappos' Richard Zech and Steve Hill



Angel Martinez

PHOTOS: JIM DECKER

Buyers On the Hunt for Newness, Color at WSA

BY BARBARA SCHNEIDER-LEVY AND WAYNE NIEMI

LAS VEGAS — Retailers at last week's ENKWSA show here acknowledged that rising costs will cut into margins next spring, but many were still optimistic and planned to boost their buys for the season.

"2012 has to be better," said Robert Schwartz, president of the New York-based Eneslow chain. "There is a pent-up demand out there. Consumers aren't buying until they need it, and now they need it."

Schwartz said his three stores would be stocking more for next spring, partly due to product carry-over from this season, but also due to a 2 percent to 3 percent increase in orders.

On the trend front, Schwartz

said higher-end fashion-comfort sandals should continue to perform better than core styles.

And he is banking on the minimalist trend to continue for another season or two. "It will go on at least until next spring and summer," he said.

John Luck, president and merchandising manager at Fairlawn, Ohio-based Lucky Shoes, also was expecting a strong performance from minimalist looks, citing Vibram FiveFingers and the New Balance Minimus line as leaders in his store.

However, Luck was still seeking new styles and brands at the show. "You always have to be fresh, and that's what we're looking for here," he said. "We need to know about what we're not carrying."

Luck said he likely will up his spending by 5 percent for next

spring, but plans to keep the number of units flat. "We'll be buying about the same as last year in the number of pairs, but with the price increases, that will [affect] the amount we spend."

Corinne Jackson and Lindsey Mitchell, co-owners of LuLu's Shoes & Accessories, a new store in Oxford, Miss., said they would increase their spend by about 5 percent for their second spring season.

The duo said they aimed to find trendy styles for college-age women because their boutique is located near The University of Mississippi.

"We're looking for lace-up sandals that are 1970s inspired, as well as wedges and chunky heels," Mitchell said. "We're really excited about the color-blocking [trend], and we already really like

the flatforms."

Jackson said the store's fashion-forward consumer should not be impacted by price increases. "If a college girl loves the shoe, she doesn't care that the shoe used to cost \$4 less," she said.

But other retailers said rising prices were forcing them to rely more on proven sellers.

Dave Levy, owner of Shelton, Conn.-based Hawley Lane Shoes, said, "I'm not buying less, but I'm only buying those [brands] that are working well. I'm more focused."

Speaking more generally about next season, Rick Ravel, president of Austin, Texas-based Karavel Shoes, said it will be hard to top spring '11 sales, which jumped 15 percent over the previous year.

"It [will be] difficult to keep that up," he said.

House Calls

There's no stopping those Housewives. On the heels of **Adrienne Maloof's** move into the footwear business, New York cast member **Jill Zarin** revealed she is considering bowing her own shoe line as early as next year. For now, though, Zarin regularly sports **Christian Louboutin**, **Jimmy Choo** and **Valentino**, which she chose for last week's fiery reunion episode. But she also found something to add to her shopping list while vacationing in the Hamptons. "**Sam Edelman** is my new favorite. And his shoes are really reasonably priced," the housewife told Spy last week while she was back-to-school shopping with her daughter at Ralph Lauren's Rugby store in East Hampton, N.Y. And Zarin isn't the only one getting in on the footwear action. Beverly Hills cast member **Lisa Vanderpump** teamed up with designer **Ryan Haber** on his debut collection, *Alter Ego*, to create an exclusive Vanderpump style for spring '12.

"[Lisa] is so down-to-earth and real," said Haber.

Angel Wings It

Angel Martinez knows how to party. The **Deckers Outdoor Corp.** CEO said he recently vacationed with his wife for two weeks under the Tuscan sun. "I love to go there for the wine, but mostly I'm a food guy, so I ate and drank," he said, adding that in true vacation form, he decided to leave his work behind. "I had my cell phone, but no email, and it was wonderful." And the celebrations continued for Martinez upon returning, when he was honored with the **Footwear Industry Icon Award** at last week's **ENKWSA** opening night soiree.



Jill Zarin

Cocktails flowed once again, but this time the wine was replaced with Ahnu-tinis (the signature drink of the night, named in honor of Deckers' **Ahnu** brand, which was relaunched at the show). After accepting the award, Martinez turned the spotlight over to Ahnu President **Jim Van Dine**, who handed out some honors of his own to retailers that offer special support to emerging brands. The honorees included The Tannery, Onlineshoes.com, Zappos.com and Schnee's.

Shoe Freak

Rapper **Ice-T** may love his wife **Coco** — and vice versa — but Coco also loves shoes. And to tell the world about her obsession with footwear, the star of the E! reality show "**Ice Loves Coco**" performed a song titled

"Shoe Freak" in a recent episode. But being a self-proclaimed "freak" has its perks. The star, whose legal name is Nicole Austin, revealed to Spy that she no longer visits the Christian Louboutin store because the brand ships new pairs directly to her house. "I've been collecting shoes since I was 15,"

she said, adding that her footwear wardrobe exceeds 700 pairs. "[Ice] loves rims and cars; I love shoes. I drool over them." So what is Ice-T's favorite look on his wife? "Ice isn't into the platform look. He likes the old-school pump," she said.



Coco and Ice-T

Trump Card

Bob Goldman is a fan of The Donald. The **Chinese Laundry** CEO put in some face time with **Donald Trump** behind the scenes at the **Miss USA** competition last

month. And as the official sponsor for the pageant (which Trump owns), Goldman's brand received some prime exposure. "We ended up with almost eight minutes of television time," the shoe exec told Spy last week at ENKWSA. "It was phenomenal. The ratings were unbelievable." But despite being a fan, Goldman still passed on the opportunity to go into business with "The Apprentice" host. "He pitched us on putting together a Miss USA footwear brand, but we've got our own brands to work on," Goldman said.



Donald Trump

Hold 'Em

Beth Shak's winning streak continues. After *Footwear News* ran

an article last Monday showing an inside look at the poker player's closet of 1,200 pairs of shoes, Shak has been the talk of the town. The *NY Post* ran an article in last Wednesday's paper, which was later mentioned on "Live With Regis & Kelly." And on Thursday, the cast of "The Today Show" discussed Shak's shoe obsession. "The press has been fun," she said. "I love my shoe collection. It's interesting to see other people's reaction to it." But Shak has no plans to slow down. She dished to



Beth Shak

Spy that her latest purchase was a pair of 6-inch saddle pumps by **YSL**. — *With contributions from Katie Abel, Wayne Niemi and Alexa Pizzi*



Vanderpump

PHOTOS: ZARIN, COCO/ICE-T, TRUMP: GETTY IMAGES; SHOE: COURTESY OF RYAN HABER; SHAK: COURTESY OF BETH SHAK

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