

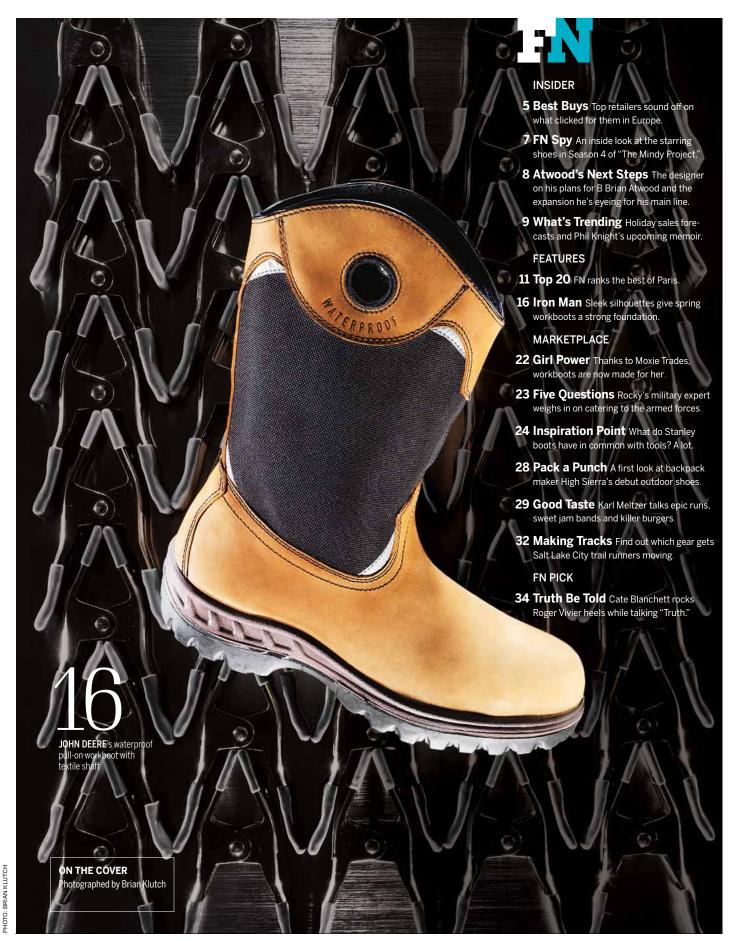


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1-5 paris fashion week spring '16 runway collections

FN editors spent the month globe-trotting around Europe, navigating traffic, dealing with language barriers and handling weather delays - all to bring readers the best spring '16 shoes. You appreciated the online display, with the Paris shows dominating all top five stories. The winners: Chanel, Balmain, Saint Laurent, Dior and Chloé.





MEN'S BOOTS FOR FALL 6

Clearly, the boys were feeling left out with all the women's collections heading down the international runways. And who's to blame them? To prove their place in the footwear world, guys looked to FN - and particularly enjoyed our fall boot suggestions.



ADIDAS DELIVERS TRUCKLOADS OF SHOES TO JAMES HARDEN

Far removed from our coverage of the designer shows, there was interest in one man: James Harden. To mark its territory and show the world that the NBA superstar is now a member of team Adidas, the brand made extra sure there would be no more swoosh logos on his feet.



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ne month. Thousands of shoes.

As Paris Fashion Week wrapped up last week, buyers were busy digesting the collections they saw across Europe. Most were upbeat on spring '16 offerings and predict the season ahead will be a strong one. "We're

excited that footwear was a highlight on the runways for spring," said Scott Meden, EVP and DMM of Nordstrom's shoe division. "The amount of novelty and fashion, balanced with a strong range of casual lifestyle silhouettes, will inspire our customers."

"It was a great season for shoes, added Laure Heriard Dubreuil, founder and CEO of The Webster. "There was a strong variety of styles that looked not only incredibly chic and beautiful, but also comfortable and easy to incorporate into your existing wardrobe."

"Spring offered a fresh and relaxed perspective — along with the introduction of some new materials," offered Alberto Oliveros, head of buying at Level Shoe District.

An overwhelming favorite on the runway was Valentino's tribal collection, while Gianvito Rossi continued to excite buyers with his elegant collection's refreshing newness. What else will rule the selling floor come spring? Read on.



KEN DOWNING

SVP and fashion director, Neiman Marcus

TOP COLLECTIONS

- **1.** Dior. "I love the pointed toe with the wide ankle strap, especially in white patent."
- 2. Gianvito Rossi. "Elegance with an edge."
- **3.** Valentino. "The tribal tie-up sandals are superlative."

MUST-HAVE TRENDS

Kitten heels; the emerging square toe; Lucite, Perspex and silver

TOMOKO OGURA

Senior fashion director, Barneys New York

TOP COLLECTIONS

- 1. Valentino. "Maria and Pierpaolo create inspired collections with a thoughtful story in mind. This season, the tribal influences seamlessly and beautifully translated into all categories, including shoes, where the Italian craftsmanship and artisanal quality of the collection stood out."
- 2. Céline. "Each season, Phoebe Philo delivers something new, but so easily integrated into one's wardrobe. We particularly loved the red leather and black-rubber sole pull-on ankle boot and her latest rendition of the espadrille, a closed-toe slingback."
- **3.** Gianvito Rossi. "I'm in awe of his ability to constantly evolve as a designer. He has a nonstop drive to add newness to his collections

while preserving and refreshing the core styles just enough. This season's frayed-denim looks and round-toe pumps will be big hits."

NAMES TO WATCH

Olgana. "We like her romantic approach to evening and cocktail-shoe dressing."

MUST-HAVE TRENDS

"Natural textures (raffia, jute, linen, denim); mixed textures; the round toe reemerging after years of pointed-toe, single-sole styles dominating."

SCOTT MEDEN

EVP and DMM, shoe division, Nordstrom

TOP COLLECTIONS (in no particular order)

Gucci, Chloé, Stella McCartney, Chanel, Valentino, Christian Louboutin

MUST-HAVE TRENDS

Textured or embellished white; silver; the return of hardware; caged silhouettes; flatforms; slides; tribal touches.

ANA MARIA PIMENTEL

Fashion director, women's accessories, Bergdorf Goodman

MUST-HAVE TRENDS

"It's a season of decorative detail. Embellishments, brocades, jewels, beads and whimsical extras adorn shoes with a look-at-me attitude. It's about making a statement. Highlights included pearl and snake details at Gucci, tribal references at Valentino and Isabel Marant, ready-to-dance pom-poms at Aquazzura and rich brocades at Dries Van Noten.

The slide is a great item and a wonderful addition to casual dressing. Gucci's horsebit slide was a favorite on the runway and with bloggers and front-row fashion enthusiasts. Easy slip-on-and-go versions in rich leathers and suedes looked great at Gianvito Rossi, Pierre Hardy and Prada.

Kitten heels made an appearance on the runways, and it's a trend we can see translating to pre-fall collections.

ALBERTO OLIVEROS

Head of buying, Level Shoe District

TOP COLLECTIONS

- 1. Francesco Russo. "One of this season's highlights. His delicate sandals with leaf details in neutral colors were extraordinary. We are especially excited for his Level Shoe District exclusive bridal styles."
- **2.** Gianvito Rossi. "Superb. We are obsessed with his knitted peep-toe booties and boots. They are absolutely stunning, sexy and definitely a must-have."
- **3.** Tabitha Simmons. "We love how she played with raffia and embroidery this season, adding a bohemian feel with beautiful floral details."
- **4.** Aquazzura. "Edgardo Osorio's global nomadinspired collection was stunning and playful. His sandals with pom-poms and chunky stone-embellished heels were standout."
- **5.** Pierre Hardy. "He has a way of making styles unique by combining unexpected materials. His cage sandals in vibrant pop colors will be a hit. Leave it to Mr. Hardy to create a hybrid of the espadrille and sneaker, the Basketdrille."

RUNWAY HITS Azzedine Alaïa, Gucci

NAMES TO WATCH

Malone Souliers, Serena Uziyel, Giannico

IDA PETERSSON

Senior footwear buyer, Net-a-Porter

TOP COLLECTIONS

- **1.** Gucci. "It was incredible. Alessandro's new take on heritage is raising the bar and creating new trends"
- **2.** Aquazzura. "This collection just continues to impress. One of the most comprehensive ranges I've seen for the season and a great balance of fashion and core styles."
- 3. Dolce & Gabbana. "The runway featured an explosion of pom-poms and colors. Seeing the range up close made me fall in love with the collection even more."

LAURE HERIARD DUBREUIL

Founder and owner, The Webster Miami

TOP COLLECTIONS

1. Louis Vuitton. "I loved the utilitarian platform creeper sandals, as well the slingback loafer and laceup brogues. It was a stellar collection for both RTW and accessories."

- 2. Pierre Hardy. "I always appreciate his whimsical, artistic take on accessories, and this season was no different. The Shades sandals were especially clever, with PVC inserts in bold primary colors that felt like real pop art come to life."
- **3.** Valentino. "There was great range of tribal-inspired sandals that were so delicate and refined absolutely perfect from morning to dressed-up evenings."

MUST-HAVE TREND

"Flats. There were so many incredibly chic flats on the runways."

ERIN CERRATO

Divisional VP of accessories, Holt Renfrew

TOP COLLECTIONS

- 1. Gucci
- 2. Valentino
- **3.** Gianvito Rossi. "His metallic palette and fresh interpretation of the rounded toe were standouts."

MUST-HAVE TRENDS

Slingbacks; ankle-tie details; mules and clogs; lower-height block heels; the rounded toe.

NAME TO WATCH

Francesco Russo. "His collection was beautiful, with fine craftsmanship and impeccable design."

THALIA TSEREVEGOU

Buyer, women's designer footwear, Hudson's Bay

TOP COLLECTIONS

- 1. Chloé
- 2. Dries Van Noten
- 3. Gianvito Rossi
- 4. Tabitha Simmons

MUST-HAVE TRENDS

"The concept of comfort evolved from literal to more sophisticated. Designers embraced variety, from platforms and flatforms to chunky heels, espadrilles and flat sandals."

NAMES TO WATCH

Malone Souliers, Alexander White

CLOSING THOUGHTS

"Power players such as Nicholas Kirkwood and Paul Andrew introduced their iconic styles in a variety of heel heights to cater to a broader audience, a proven growth strategy in luxury."





Mindy Moments

"The Mindy Project" has a new home on Hulu, and costume designer Salvador Perez is sharing the star's fiercest footwear scenes from Season 4.

Favorite shoe moments?

"In the season premiere, I dressed Mindy in a wonderful black, white and orange outfit and beautiful black suede Alexander McQueen high-heeled sandals with brass trim. They were so diva. We also have a pair of bright pink patent vinyl Jimmy Choos that we use often because they go with so many outfits."

How has the footwear evolved?

"In the first season, Mindy was concerned about comfort, so we used a lot of Ferragamo pumps, but now she's all about the look, so a pointy-toe stiletto is our shoe of choice, in bold, bright colors."

Mindy is a mother now. Will her shoe closet change?

"Not at all. Mindy's 'mom look' is ultra-fashionista — no comfy flats for this mom."

Does Mindy Kaling's personal collection ever make it to set?

"Mindy has an enviable shoe closet, so every now and then, when we are looking for something spectacular, she will bring in something from her collection. Kurt Geiger is a favorite."

Any behind-the-scenes moments to share?

"We always send Mindy to set in a pair of Skechers; then her costumer switches out her shoes before she goes to camera. It helps when you are shooting for 12 hours."



Boca Nights

Industry insiders and footwear friends recently packed their bags and headed to Boca Raton, Fla., to toast 40 years of BBC International. The setting? The Boca Raton Resort & Beach Club, where **Bob Campbell** was joined by wife. Barbara, son Seth and CFO Donald Wilborn. BBC COO Josue Solano introduced a company gift to Bob and Don by saying, "What do you get the men who can buy themselves anything? An experience." With that, a flamboyantly dressed performance artist appeared, alternating between breakdancing and spray-painting a custom art piece.



Spotted...

Zendaya stepped out during Paris Fashion Week, making a statement in Giuseppe Zanotti heels. The star (and newly minted shoe designer) Instagrammed her gold metallic Zanotti pumps.

By Kristen Henning

With contributions from Barbara Schneider-Levy and Anna-Lisa Yabsley

New Duo

site starting

Nov. 2.

It's an odd-couple moment. Teva and Swarovski have teamed up for a shoe kit with crystals. With the help of DIY blogger Erica Chan Coffman of HonestlyWTF.com, the brand is offering a do-it-yourself sandal package, including Swarovski elements and Coffman's design inspirations, for the Flatform or Original Teva styles. "Coffman had a blank canvas - she chose all the materials," said Teva marketing manager Lucas Martinez. The kits hit Nord strom.com and Teva's

PHOTOS: KALING: OOURTESY OF HULU; JENNER, ZENDAYA: COURTESY OF INSTAGRAM: TEVA: COURTESY OF BRAND; CAMPBELL: CREAT

HOTOS: ATWOOD, MEXICAN SANDALS: GIULIO DI MAURO; B BRIAN ATWOOD CAMPAIGN: COURTESY OF STEVE MADDEN

Atwood Reveals Next Steps

On the heels of a new retail deal, the designer eyes expansion.

By Katie Abel

Parian Atwood's schedule over the past few weeks has gone something like this: The designer held court at his Mexican-inspired spring '16 presentation in Milan on Sept. 24, and a

few days later, he was off to Istanbul for a store appearance (and a bit of sightseeing, of course). Then Atwood hit Rome and headed back to Milan before returning to his other hometown, New York.

Atwood's jet-setting lifestyle is well-documented on his popular Instagram account, which has about 460,000 followers. The social-media platform has

become a major branding tool for the designer, who has been the visible face of his namesake brand since he launched it 14 years ago. While Atwood relishes the opportunity to have that instant online connection with his customers, he has been hatching big plans for offline, too.

Since teaming with Steve Madden in a joint venture about 18 months ago, the designer has overhauled the strategy for his B Brian Atwood collection, which will be stocked exclusively at Hudson's Bay and Lord & Taylor stores starting with the holiday season. And he's eyeing category expansion, wider distribution and an e-commerce push for his namesake line.

Here, Atwood talks to *Footwear News* about his future goals and the increasingly crowded and competitive designer shoe market.

You've just revealed your exclusive deal with Hudson's Bay and Lord & Taylor for your secondary line, B Brian Atwood. What was appealing about that partnership?

BA: With Steve Madden, we'd been pondering the question of who would make a great partner. Lord & Taylor has been undergoing tremendous change, and their consumer understands my product very well. My designer line has been with Hudson's Bay, and they have the best clients in Canada. These retailers can showcase the brand in the right way. They're so excited about having B Brian Atwood, and they've given us space and put marketing behind it.

The price points for BBA are a bit lower than they were when the line was under The Jones Group. Why the shift in pricing strategy?

BA: I always thought B Brian Atwood was too close to designer price points — I thought it should be at least 20 or 30 percent less expensive. (BBA's shoe and handbag prices are now \$170 to \$295.) At the same time, we didn't want to jeopardize the quality we've had in the past. It took us a bit of time to get the quality to where we wanted it, but we've learned a lot and now have a rhythm going.

Let's talk about your namesake collection. After 14 years, are you satisfied with your place in the market?

BA: I've long looked at it as being kind of protected and not being everywhere. We've had steady growth, but part of me says this brand can be as

inspired sandals from Atwood's spring '16 collection

huge as we want it to be. I'm thinking about new categories

— anything that would make sense — like fragrance, sunglasses, men's. We want to open shop-in-shops at key retailers around the world.

There are so many shoe designers now, so you have to be more strategic with your growth. When I launched in 2001, Manolo Blahnik, Jimmy Choo and Christian Louboutin were the three major names. I was immediately thrown into that halo arena. Now, so many people have fallen in love with shoes and started their own lines.

What would a Brian Atwood men's collection look like?

BA: I see it as a very tight capsule of about 10 to 15 styles. Color is so important to me, and the quality has to be exceptional. I like classics with a twist. Men shop differently than women. The majority don't buy 10 pairs of shoes at once, though they've recently began taking more risks with their choices. I see myself doing that, and it's what makes it so exciting to get into this. Louis Leeman makes amazing shoes — they have a touch of personality and offer something different. I love my Saint Laurent boots, and I just got some amazing Fendi sneakers. I also made a pair of bright, gorgeous turquoise crocodile-skin loafers for myself. I'm so glad men's shoes are taking off.

You briefly had a store on Madison Avenue, but that closed when Jones Group shuttered. Do you plan to get back into retail?

BA: A brick-and-mortar store is important for every designer. In addition to New York, I'm interested in Los Angeles and the design district in Miami. Globally, Paris and the Middle East are exciting. We're also working on our website to make it much more interactive, and to have things you can't get elsewhere.

WHAT'S TRENDING



Will Holiday Spark Sales?

TOP **STORY**

Halloween isn't even here vet, but retailers are already hauling out the Christmas lights. The National Retail Federation's newly released annual forecast projects sales growth of 3.7 percent this year, to \$630.7 billion. The industry group also expects retailers to hire 700,000 to 750,000 seasonal workers. Perhaps most important,

the NRF is predicting that online sales will increase 6 percent to 8 percent, topping as much as \$105 billion. "Price, value and even timing will all play a role in how, when, where and why people shop over the holiday season," said NRF President and CEO Matthew Shay. There are potential hiccups for the season, though: A government shutdown in December, stagnant wage growth and a slower job market could inhibit shoppers. In 2014, holiday retail sales grew 4.1 percent over the previous year.



Nike's Knight to **Belease Memoir**

Phil Knight may be preparing to ease into a less intensive role at Nike, but that doesn't mean he's slowing down. The chairman and founder of the athletic giant announced that he's releasing his memoir next spring under the Scribner Publishing imprint of Simon & Schuster. The book will focus on Nike's early days and his development as an entrepreneur and businessman. He's expected to step down as chairman of the board next year. CEO Mark Parker will replace him.



Retail Bankruptcies Ignite Concern

It was a tough week for retailers last week with the announcement of two major bankruptcies: City Sports and American Apparel. The long-struggling American Apparel has wrestled with waning shopper interest, while City Sports has lost market share in a competitive sporting-goods landscape that is dominated by big chains. It's a trend many expect to continue as more companies seek connection with price-sensitive and digital shoppers.

INSTAGRAMS OF THE WEEK

The 5 most-liked photos from @FootwearNews



'We're bringing Paris home with Giannico's Ladurée-inspired heels.



"Go graphic or go home at Nicholas Kirkwood, #pfw



"First Look: @tabithasimmons spring collection with feminine touches.



"Breakout trend for spring: the raffia sneaker at Robert Clergerie.



"Adding a little sparkle at @giambattistapr. #pfw

OUOTES OF THE WEEK

Overheard in the industry



"[I have 1300 to 400 pairs. Listen, Jimmy, I could be addicted to a lot of other things - I'll take sneakers."

- Victor Cruz debuting his Nike signature sneaker on the "The Tonight Show Starring Jimmy Fallon"



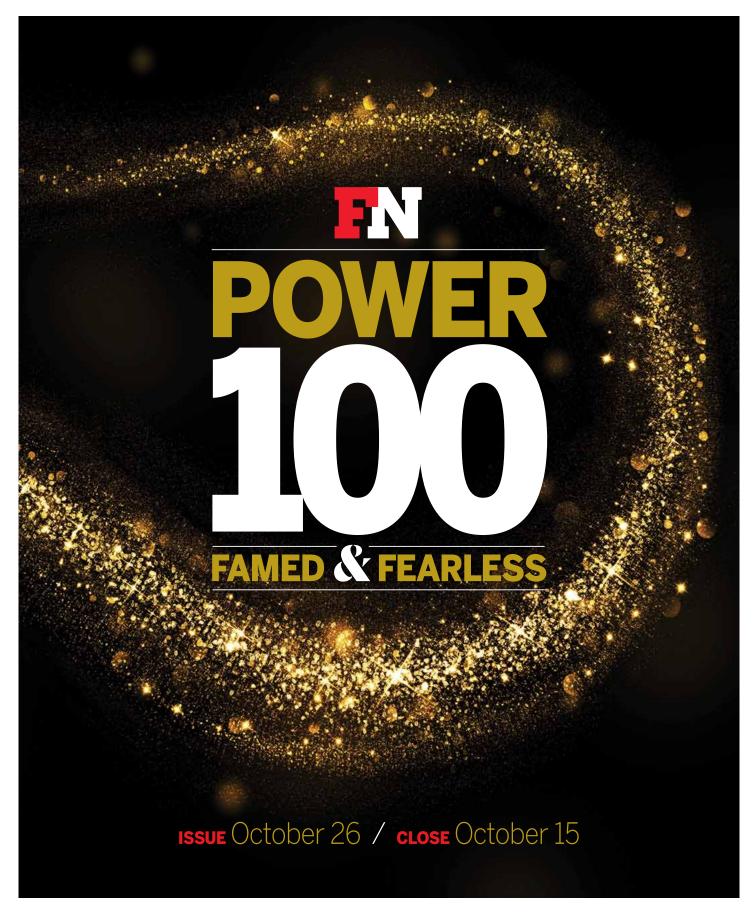
"Kids in China have no clue that kids get killed for Jordans. Either he will change it, or the people will speak."

- Stephon Marbury to Michael Jordan on Twitter



"It took me being Kanve West to get this far in fashion. I was able to become a multimillionaire and invest in myself because no one else would have in a million years."

- Kanye West during a two-hour interview with Show Studio Instagram









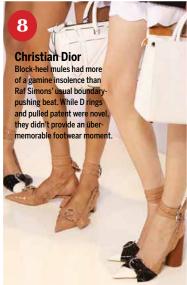










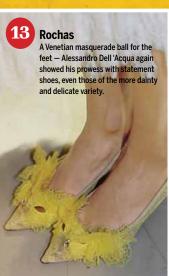


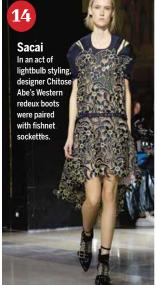
























Presentation Report

Footwear brands unveil their spring '16 collections in Paris. The through line? Playful details and forward-thinking craftsmanship.

By Mosha Lundström Halbert and Christian Allaire







Chloé used twisted and knotted leathers on its block-heel mule sandals, offered in an interwoven rainbow of colors that had a childlike innocence.



Rupert Sanderson added a touch of nautical inspiration to blue canvas pumps, which featured barrel-lacing and roped tassels fit for sea.



Mary Katrantzou continued her fruitful collaborations with Gianvito Rossi, teaming up on floralprint buckled boots with intersecting metal heels.



Olganna Paris played with feminine draping techniques on its peep-toe ankle bootie.



Alexandre Birman updated his signature Clarita sandal with new treatments, including multicolored exotics. Elsewhere in the collection, the designer focused on single-sole silhouettes and using Swarovski stone embellishments for the first time.



Aquazzura designer Edgardo Osorio presented a "global nomad" collection this season, resulting in an eclectic assortment of statement heels, from feathered sandals to raffia pompom-adorned stilettos.

Francesco Russo played with fresh footwear techniques this spring. Braided-leather sandals were curved in form — and required some 15 prototypes to perfect.



Tabitha Simmons looked to her British sensibility — particularly English gardens — for her latest collection. Embroidered flowers on jute were done in a variety of silhouettes, and she also showed her saucier side via lingerie-lace pumps.



Robert Clergerie celebrated its factory's 120-year anniversary with a superb platform wedge done in an unexpected red raffia.



Aperlaï designer Alessandra Lanvin experimented with shiny materials on new espadrille-style slides. A bonbon wrapper-braided sole? Delicious indeed.



Pierre Hardy elevated the classic espadrille with a sneaker sole, punchy polka-dot prints and ribbon wrap-tying. He calls the creations "basketdrilles." We call them cool.



Longchamp Creative Director Sophie
Delafontaine had metropolitan-minded shoes on
the brain, which equaled chic pointy-toe flats in
spring's essential pale pink.



Laurence Dacade aimed for retro appeal with playful travel-sticker decals applied to leather in a new clog-like sandal shape.





Spring work boots nail it with durable fabrications and streamlined silhouettes.

Photographed by Brian Klutch

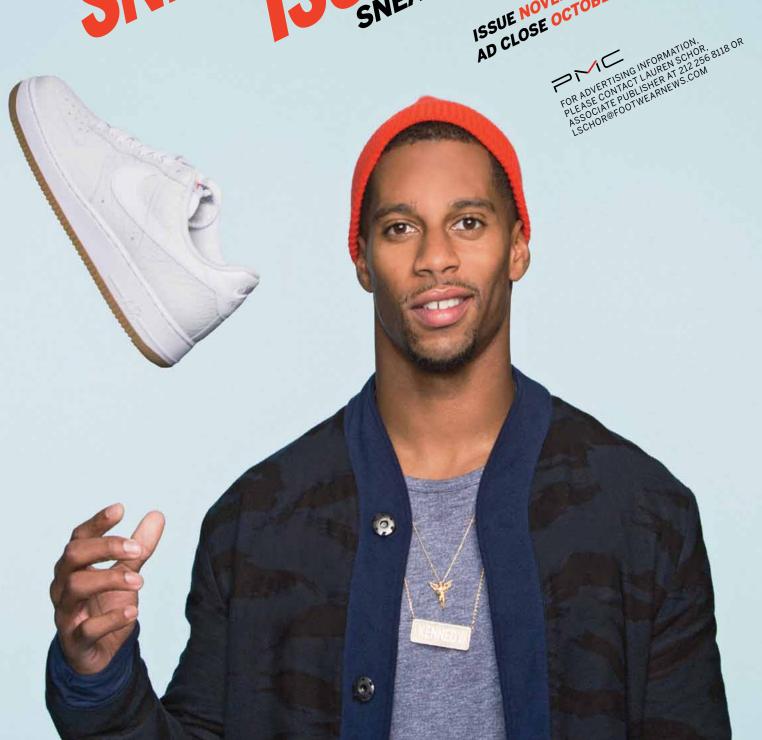
Fashion Editor: Christian Allaire Market Editor: Barbara Schneider-Levy







FOR THE FORATICS EDGED FANALL FLED & FUNKLES & FUNKLES SNEAKER JUNKLES



MARKETPLACE



Front Runner

SHOE OF THE WEEK With a nod to the sneaker generation, Cat Footwear's Chromatic work style for spring '16 embraces the athletic market. "We know how important sneakers are to millennials," said Cat Marketing Manager Courtney Frank, adding that the shoe is

detailed with VisiFlash material on the upper to reflect light for safety in dimly lit conditions.



Girl Power

Women's workboot brand Moxie Trades adds a touch of pink to blue-collar jobs.

By Barbara Schneider-Levy

arissa McTasney has

built a business on thinking pink. The founder and co-owner of women's workboot maker Moxie Trades is on a mission to promote women in the skilled trades by providing them with the right safety gear.

Her crusade started while McTasney was on maternity leave and found herself craving a job that would allow her more time with her family. She ended up ditching her job at IBM to enroll in a program for women in construction that was sponsored by the Ontario Women's Directorate. Her goal was to create a construction company that employed women.

After hunting for a pair of workboots, McTasney quickly noticed that there was a void in the market for women's-specific styles. In 2006, she created the Betsy, Moxie Trades' nowsignature pink boot.

"I'm the [target] consumer," said McTasney. "I try to think about that person who needs a pair of shoes [she can] work in safely and also feel good about."

Today, the London, Ontariobased brand is sold at 500 retailers across North America, with the U.S. accounting for 20 percent of sales. McTasney estimates that revenues for 2015 will reach \$3 million.

"Over the last several years, I've been trying to learn the U.S. business, which has different specifications and certifications than Canada's," she said. McTasney estimates

that U.S. sales could eventually be 10 times those of her home country.

McTasney is well aware that she's not the only one vying for sales to female workers. "My competition is everyone in the safety-shoe industry, with a lot of great companies doing men's. [However], what I'm doing is creating a solution for women."

To appeal to them, McTasney has made style a priority. "I go to Europe and China and look at materials, textures - anything that translates into a safety shoe," she said. "My inspiration comes from fashion and not the competition."

While the Betsey boot remains the brand's most well-known style, it has been outpaced by more traditional looks, such as the lightweight, waterproof Alice in tan; and the

Vegas, a black hiker that's been Moxie's No. 1 seller for six years. For spring '16, McTasney is taking a chance with a multicolor tie-dye shoe inspired by the neon palette of today's athletic sneakers.

Over the past four years, Moxie Trades has seen its Canadian sales rise 20 percent year-over-year, in spite of the fact that its target market isn't growing.

McTasney said the number of women in the trades hasn't changed significantly in recent years. "It surprises me, since there are so many [Canadian] government initiatives promoting the skilled trades for young people, as well as for women," she said. "There are a few of us behind the scenes trying to determine what these factors are."

McTasnev aims to champion women in blue-collar roles by promoting them via marketing initiatives such as her new 2016 Moxie Trades calendar, which features real-life women. Each month, the calendar will highlight a different charity, cause or association that will receive a \$250 donation.

The calendar will also support the "Got Moxie Challenge," which kicked off on Oct. 11, the United

Nations' International Day of the Girl Child.

The initiative invites girls to share their stories in an essay or a video explaining why they have moxie, or to submit a photo of themselves holding an "I Got Moxie" sign. The brand

hopes to receive 1,000 essays and 10,000 photos (to create the world's largest online photo album). If those goals are reached, Moxie Trades will create a foundation to provide grants to women entering nontraditional work roles.

What Retailers Think

WORK AUTHORITY

Cambridge, Ontario

"[Moxie Trades] has been a steady business," said Peter O'Donnell, director of purchasing. He said the women's workboot category makes up about 10 percent to 15 percent of the store's footwear sales — and gives him a competitive advantage. "Mass

merchants want a product they can sell lots of. With women's being much smaller [than men's], they don't want to be bothered with it."

WORKING PERSON'S STORE South Bend, Ind.

President Eric Deniger said, "We've had increases with Moxie

Trades every year, and while we still have the pink style, for us, it's not what represents the brand." He added that women are as drawn to Moxie for its styling as its performance features, which include puncture-proof outsoles - a Canadian Standards Association certification not typically found on U.S.-based brands.

CENTRAL SAFETY SUPPLY

Elmyra, N.Y.

Co-owner Sean Burdick added the brand in August, in response to requests from female staffers who also work in Burdick's roadconstruction business. "There are a lot of women who now do construction work, but there isn't a lot of [product] for them."



MARK DEAN

The retired Army major and VP of commercial military sales at Rocky Brands on addressing the footwear needs of the armed forces.

By Barbara Schneider-Levy

1

How have the military's requirements changed since you entered the service?

When I joined in 1987, you were issued black or green jungle boots and off you went. But the demand for [higher-performance] footwear increased as soldiers began to be able to buy their own shoes. Footwear companies took notice and started to develop top-shelf product geared to the special-operations

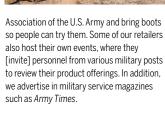
community. As the Navy Seals geared up for their missions, they wanted a [higher-end] hiking boot. [Eventually], those in the mainstream service realized this was something they also could benefit from.

5 QUESTIONS



What do servicemen look for in shoes?

Soldiers are looking for something that can perform in multiple environments. One day you're at Fort Bragg and get a call that in 18 hours you'll be on your way to Iraq or Afghanistan. They need a boot they can depend on in a deployed scenario. The weight is also [important] — ounces equal pounds. If you look at Special Operations today, the soldiers are like athletes, and gear takes on a performance edge.





Who is the typical military consumer today?

The audience is all over the board, but they're savvier buyers since they now have the ability to do research online. Regardless of the demographic, servicemen and women are not afraid to pay a

little extra for quality. As we come off a decade of conflict, they realize how important footwear is should they need to [quickly] roll out the door.



How closely does Rocky work with the military in developing product?

It's often done through companies like ADS and my sales team, who go out to units with new product [for testing]. For instance, soldiers are given a boot — such as a jungle boot — with performance criteria that need to be met, and we ask them to wear it in a jungle environment and test for water drainage and how the outsole performs. We then take that feedback very seriously.







INSPIRATION POINT

Bruce Jalabert

A toolbox is a treasure trove of design ideas for the guy building Stanley's footwear.

By Barbara Schneider-Levy

W

hen Bruce Jalabert was exploring ideas for workboots under the Stanley label, he headed to Home Depot, where he immediately noticed the brand's iconic color scheme. "When someone opens their toolbox and sees a yellow screwdriver, they know it's a Stanley," said the

head of product development, who incorporated the signature color into the branded shoe collection. The line, which INA International produces for Stanley Black & Decker Inc., is distributed through GVS America. Jalabert continued the brand palette by adding a pop of red at the eyelets and on the shoelace tips in spring '16 looks that range from skate-style sneakers to steel-toe hikers. "The boots aren't just for guys on an oil rig, but also for those working in their garage on Sunday. I created something more casual, but with safety features," said Jalabert. Comfort was also a priority: The midsoles and footbeds feature Stanley's Anti-Vibe technology, which is used in hammer handles to minimize impact. Underneath it all, Jalabert adapted the classic hexagonal shape of a bolt for the tread pattern on the outsoles.



surfaces.

Stick To It

Rhea co-founder Paul Ahn is out to raise the bar on safety with slip-resistant footwear.

By Barbara Schneider-Levy

or Paul Ahn, necessity is truly the mother of invention.

While a student at Cornell University in upstate New York, Ahn noticed a lack of fashionable footwear that could tackle the slippery and icy streets typical of the area's harsh winters. So in fall '14, he and fellow student John Lee launched Los Angelesbased Rhea Footwear, which offers everyday lifestyle looks featuring enhanced security on wet and slick

The shoes' outsoles are made from a rubber compound with a patented micro-channel tread pattern that pushes liquids away from the bottom of the sole to provide more sole-to-floor contact.

Rhea's women's footwear collection consists of a slip-on style and sandals, plus a bootie introduced for fall '15. For men, there's a sandal, a slip-on and a chukka boot. Retail prices range from \$50 to \$150.

Ahn's father is a shoe manufacturer in the family's native Korea, so Ahn was able to tap into the factory's expertise in creating Rhea's anti-slip footwear.

He said the collection's .6 friction is rated "high" by the National Floor Safety Institute, a nonprofit organization that, along with Rhea, is working to establish an industrywide standard for slip resistance. "There's no regulation for slip resistance today," said Ahn, who's on a crusade



to improve shoe safety for everyday and industrial wear.

The entrepreneurs launched the brand with \$50,000 in funding from Ahn's family, followed by two rounds on Kickstarter, which raised nearly \$70,000. In addition to selling on its own site, the brand was picked up by Zulilly.com for spring '15. Ahn said talks with a Canadian distributor are

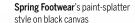
also under way.

With Rhea's place in the lifestyle market now established, the partners are eyeing the industrial-safety, duty and other possible categories. "We've already sold some shoes to [employees of] bars," Ahn said. "And we're looking at the niche market for the elderly, who are [prone] to falls and slips."





Sowing Patterns





The duty-shoe market cultivates excitement with brightly colored prints on slip-resistant clogs.



Dansko's multicolor-striped patent shoe

HANEL: GIOVANNI GIANNONI; KLOGS: 3



Workboot & Duty Launches

Burning Rubber

Williamson-Dickies Manufacturing Co., based in Cambridge, Ontario, is partnering with Michelin for a spring '16 collection of slip-resistant Dickies shoes powered by Michelin Technical Soles. The tire giant tapped Italybased VJ International as the worldwide licensee for the design, development and production of a high-traction outsole inspired by the Michelin City Pro motorbike tire. The outsole features a high-edge tread design for maximum traction, with deep grooves that improve liquid evacuation. Inside, there are moisture-wicking linings and EVA midsoles. The collection, which also features spill-resistant leather uppers, is targeted to the service and hospitality markets. It includes three styles for men and women that will retail for \$75 starting in January.

Blaze Control

Portland, Ore.-based Danner is tackling the firefighter market with the spring '16 launch of the Wildland Tactical Firefighter boot.

The domestically made style blends the light weight and support of an Alpine hiker with the high standards required by the National Fire Protection Association. It features fireresistant rough-out leather and a breathable mesh lining, with a Vibram S587 outsole that provides oil- and slip-registant treation.

provides oil- and slipresistant traction over rugged and high-angle terrain.



Retailing for \$370, the boot delivers in January.

Local Produce

Warson Brands, the St. Louis-based licensee for Reebok industrialsafety and tactical footwear, will incorporate the athletic brand's ZigTech technology into the line for spring '16. Developed by Reebok fitness experts, ZigTech has a unique zigzag foam midsole that absorbs shock and provides energy return under harsh conditions. The shoes also use Reebok's FootFuel injected-EVA cushioned footbed for enhanced stability and motion control. Special safety features include slip-resistant rubber bottoms, composite toes and electrical-hazard protection. The work shoes retail from \$130 to \$145, with tactical looks priced at \$142 to \$156. Delivery is slated for December.





KNOWN FOR: Backpacks & luggage SHOE PRICES: \$39 to \$69 BUILT FOR: Men and women



Pack a Punch

After making its name in the bag business, High Sierra is ready to try its luck in footwear.

By Peter Verry

utdoor enthusiasts have trekked mountains and trails toting High Sierra backpacks since 1978. Starting in spring '16, they'll also be able to tackle the wilderness in shoes

from the brand.

"We've designed a feature-rich, versatile lifestyle collection of footwear for all kinds of adventures," said Roy Shuman, VP of branded sales at High Sierra Footwear.

He added, "[The shoes are] fully functional, durable and affordable, with distinctive detailing. They're good for casual Fridays at work, [as well as] hiking and climbing in the mountains."

Samsonite International acquired High Sierra

in July 2012 for \$110 million, with the intention of expanding its roster of products.

"We saw the opportunity to grow the brand beyond its distribution in the U.S., and there was permission to play with it in other categories," said Dawn Sicco, VP and GM of High Sierra. "There's a huge space in the market right now for a qualityvalue story for middle America. We launched apparel in 2015 and signed a license [with ACI International] for socks and footwear, which are perfect additions to round out the portfolio."

The brand launched a few footwear styles domestically for fall '15 and will release its first full collection next spring.

The line, which is manufactured in China,

includes approach shoes, trail runners, sandals, casual slip-ons and trekking and backpacking shoes. Three hikers for men and women are expected to have a strong retail presence: the low-cut Mount Brewer and the mid-cut Mount Ritter and Mammoth styles.

High Sierra aims to distribute its first collection via outdoor specialty retailers, as well as major national chains such as Dick's Sporting Goods, Sports Authority and Cabela's, with the brand's biggest commitment so far coming from DSW.

"[We're targeting] middle American families looking to get outdoors, who are time-starved and money-conscious," Sicco said. "They're looking for exceptional quality at a great value."



WHAT'S IN MY **BACKYARD:**

"A croquet court and a putting green. I mow my lawn like every two days."



FAVORITE RESORTS TO SKI: "Snowbird and Alta

in Utah. I used to ski 100 days a year."



WHAT'S ON MY **PLAYLIST:**

"Jam-band kind of music: Grateful Dead. Leftover Salmon, Rusted Root, Strange Folk, Phish. I mix it up with Johnny Cash."



GOOD TASTE

Karl Meltzer

After acing the 100-mile record, the Hoka One One athlete is eyeing the Appalachian Trail.

By Nikara Johns

Hoka One One-sponsored ultra runner Karl Meltzer is moving on from his 100-milers, but that doesn't mean he's holding back. The 47-year-old Meltzer currently owns the record for the most 100-mile trail-race wins -37 – and has won at least one race a year for 15 years in a row. He credits some of that success to his longtime partnership with Hoka. Meltzer, aka the Speedgoat, was the first athlete to sign with the brand, in 2008. He pointed out that since Deckers Brands acquired Hoka in 2012, the label's progress has been exponential. "When [Hoka] first came out, the Mafate was the only style. I called it the big Cadillac ride. My favorite style now is the Speedgoat, which was made for me," said Meltzer. "It has just the right amount of cushion, just the right amount of rock plate. And the traction is far superior." He'll need those features as he tackles his next goal: the 2,000-mile Appalachian Trail. "It's the next level," he said. "I tried to break the 100-mile win record and I did. Then it was like, 'What's next?'"



FORMER JOB:

"Bartender. I was probably the fastest bartender anyone had ever seen. I could pump out 500 margaritas

in three hours."



GO-TO CHEAT MEAL: "A bacon cheeseburger is always a wonderful thing."



DREAM GOLFER TO TEE OFF WITH: "Arnold Palmer or Rickie Fowler."



Geared Up



Hoka One One's Challenger shoe with 4-millimeter lug outsole



The Adrenaline ASR 12 GTX running silhouette from **Brooks** with Gore-Tex upper



Aku's Climb

The Italian label hopes its spring '16 line will help it become an outdoor player in the States.

By Peter Verry

S

ix years after Aku debuted in North America, the Montebelluna, Italy-based outdoor brand is finally finding its footing.

Sam McCoubrey, GM of Aku North America, told *Footwear News* that Aku has been slow to grow domestically due to the currency-exchange rate, but that has changed favorably for Aku just in time to deliver its spring line, allowing the company to offer retailers better margins.

"It's one thing trying to convince retailers and customers to spend a 30 percent or 40 percent premium for European quality, but when it's just a 10 percent or 15 percent difference, it's a much easier conversation," McCoubrey said. "As a result, we're [getting into] more stores this year."

For spring, the brand, which is known for quality traditional hikers, expects its more urban-oriented releases to be the label's biggest sellers, specifically the Mio, Nef and Gea low-profile hiking boots.

"We take all the same know-how we put

into manufacturing our hiking boots — and the same technologies — but we use an upper without that external support and protection," McCoubrey said. "It can be worn on the trail, but you're more likely to see it on city streets and sidewalks with a pair of jeans or shorts."

The company's boot-design process starts from the inside out. To give shoes a broken-in feeling right out of the box, Aku places a 5-millimeter layer of EVA on top of a pre-shaped last that mimics the contours of the foot.

But while Aku is making strides in its North American business, McCoubrey said the brand still faces challenges in reaching those consumers.

"Most specialty outdoor retailers are just not looking for change on their footwear wall," he said. "[Persuading retailers to invest in] the European quality position has been tough from our side, so most consumers aren't aware — other than reading it from bloggers or magazines — that European quality still earns its mark."

5 QUESTIONS



WES ALLEN

The Grassroots Outdoor Alliance president on its tight-knit membership and specialty retail challenges.

By Peter Verry

/hat are the higgest

What are the biggest problems facing outdoor retailers today?

Some are well-known: online competition, consolidation in the vendor base. But the biggest headwinds right now are direct-to-consumer sales by their own vendors.

Brands are becoming strong competitors.

2

How should store owners deal with these issues?

First and foremost, specialty retailers can't build their businesses on other people's brands — they've got to build and nurture their own store's brand. A lot of that has to do with connections to the community and the [in-store] experience.

Second, they need to think carefully about the labels they work with to make sure they're ones that support independent networks.



You've worked at Chaco, REI and formerly owned a specialty

store. What has your personal experience taught you?

Having worked on the vendor side and as a retailer, I believe there's a bright, shiny middle way in which retailers and brands can be successful [together]. I identify strongly with people who get up on Monday morning and know they have to do well in their jobs to make their payroll, but I also identify with people trying to build brands and equity to make their company successful in the long term. When I look around, there are tactics we can all use that lead to everybody winning. I'm focused on finding those tactics and promoting those to retailers and brands.

4

How is the Grassroots Alliance helping independent retailers?

We're partnering with the Outdoor
Industry Association

liance member
Rock/Creek in
Tennessee
The organizer
of Outdoor
Retailer],
to present
something
called Rise at
OR, which will be
an education and

networking event focused on independent outdoor specialty retailers. We're going to [share our] most important and powerful insights [at the trade show in January 2016].

5

Are you planning to expand the Grassroots organization?

We're not looking for rapid growth — we might only grow 20 percent in the next three years. The relationships among our retailers are strong. We don't want to mess them up by bringing in another 50 or 100 members. We want to look at what's working for us and share that with other retailers.









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Making Tracks

WEARING

Crisp fall mornings provide ideal conditions for getting outside. Last week, runners — and their four-

legged friends — tackled Salt Lake City's Bonneville Shoreline Trail wearing tough kicks by Salomon, Brooks and more.













Jetzendorf, Germanybased outdoor-footwear brand Lowa has announced the hiring of a new marketing manager. Lesley Christoph, owner of Salt Lake City-based

marketing company Christoph & Co., will assume the role, effective immediately. In her new position, Christoph will be responsible for all of the label's marketing needs, including brand strategy, retailer support and campaigns, advertising and promotions. Christoph comes armed with extensive knowledge of Lowa's marketing operations — she's worked with the brand as an outside

consultant since 1998. "Having Lesley join us as a full-time employee will allow for a greater focus in promoting the Lowa brand, supporting our dealers and creating consumer interest in our product line," said Peter Sachs, Lowa's U.S. GM, in a statement.

Built Tough

The North Face is looking to cater to the outdoor enthusiast who spends a lot of time on trails. For spring '16, the Alameda, Calif.-based brand is introducing a new trail-running silhouette, the Ultra Endurance. The shoe is

built to take a beating on long trail

The North Face

runs, featuring a Vibram Megagrip outsole for exceptional traction on every terrain, a molded TPU toecap for extra protection and an ESS Snake Plate



shoe is expected to deliver in January 2016 and retail for \$125.

Staying Cleaner

When runners take on trails, their shoes get dirty - especially in muddy conditions. Now, Asics aims to keep athletes looking spiffier with its new hydrophobic technology. The brand's patented PlasmaGuard

coating is designed to repel mud and not allow it to permeate any

part of a shoe, yet it doesn't limit the sneaker's breathability or flexibility. To introduce its PlasmaGuard technology, the Japanese athletic brand incorporated it on a pair of spring '16 silhouettes: the Asics Gel-Fuji Runnegade 2 and the Gel-Fuji Endurance. Both styles will hit stores in January 2016, with retail prices of \$120 and \$180, respectively.



OPPORTUNITIES

Footwear News 2015 Editorial Calendar

ISSUE DATE	SPACE CLOSE	EDITORIAL FEATURE
OCTOBER		
10/5	9/24	BBC Milestone, Best In Kids, Kids Fashion, Milan Runway Coverage Distribution: Children's Club of NY
10/12	10/1	The Work Boot Issue, Occupational Footwear, Outdoor Paris Runway Coverage
10/19	10/8	QVC Presents FFaNY Shoes On Sale Distribution: QVC Presents FFaNY Shoes On Sale Event
10/26	10/15	FN 100
NOVEMBER		
11/2	10/22	Comfort, Rainboots
11/9	10/29	Sneakerhead Issue, Distribution: NSRA Leadership Conference
11/23	11/12	FFaNY Pre-Show Issue Distribution: FFaNY
11/30	11/19	FN Achievement Awards, FFaNY Show Issue Distribution: FN Achievement Awards, Two Ten Footwear Annual Dinner, FFaNY
DECEMBER		
12/7	11/24	Women's, Comfort
12/21	12/10	International Tradeshow Guide: 1st Half 2016, Year in Review



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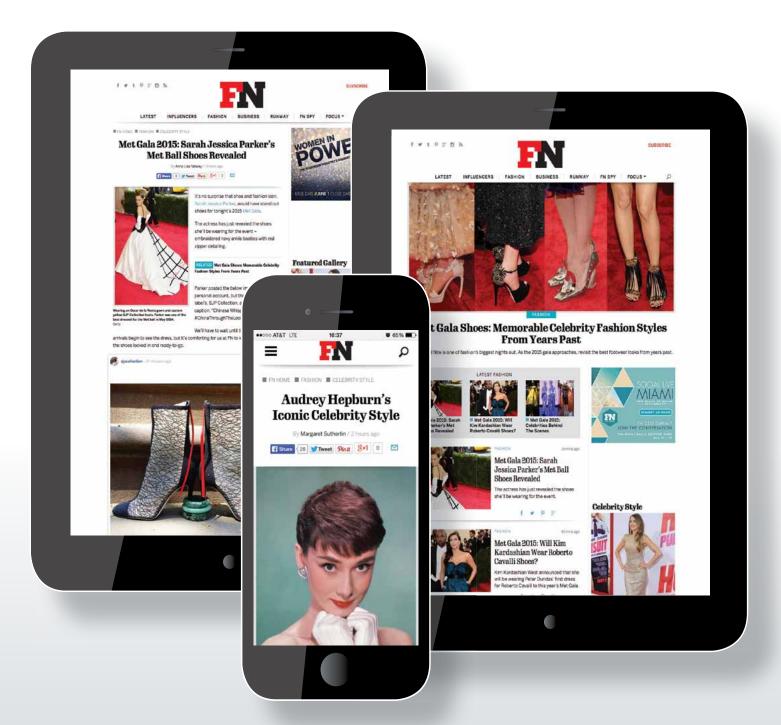
Truth Be Told

Cate Blanchett was all smiles while wearing Roger Vivier Trompette heels during a panel discussion of her latest film, "Truth," in New York City last Wednesday. Blanchett has already garnered Oscar buzz for her performance in the docudrama, as well as for her role in the upcoming movie "Carol."



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