

WSA TODAY

The Collections at WSA, pp. 16 and 32 • NSRA Conference, p. 4



Christine Campbell of Crimson Mim

Taking It From the Floor to the Store

Buyers are looking for spring/summer shoes with distinctive style at WSA. "We're selling a lot of color," said Jennifer Smith of Abbadabba's in Tucker, Ga. "People are gravitating toward that over black and brown."

Ron White, who owns six stores in Toronto, Canada, has another wish for exhibitors. "We need to push suppliers to get it together so they can fill in the faster-selling SKUs right away. If you have a hot style, and don't get any more for 10 weeks, you lose momentum."

Fashionable comfort is key. "Our customers are really looking for heels under three inches," observed Christine Campbell of Crimson Mim in Los Altos, Calif. Gerald Bergman, owner/buyer of Dorothy's in Lubbock, Texas, added, "I'm hoping there will still be a lot of thongs and flip-flops for spring, because we do really well with shoes our buyers can just jump into. They don't want to mess with straps, they just want to go."

Something else also fuels the search. "I always bring my own coffee maker to the show," said Jennifer Stanley of Well Heeled in Studio City, Calif. "I may have to stand in line at Starbucks later, but at least I don't have to do it first thing in the morning."

Continued on page 6



Product preview: Sandal by Chinese Laundry, p. 42

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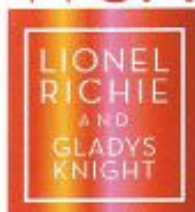
Space for Shoes: WSA Today Launches Web Site

August 1 marks the debut of WSAToday.com, a product, trend and news Web site for footwear and accessories professionals. "Retailers and brands will both be able to utilize the data that's fed into our business throughout the year," WSA CEO Skip Farber explained. The site will feature top sellers at retail and products from immediate and upcoming deliveries, plus industry news and expert opinions.

To learn more about WSAToday.com, log on or visit the WSA Today booths at Sands Level 2, SU7, and Mandalay Bay Level 1, booth 24552.

TONIGHT

OPENING NIGHT AT
WSA



IN CONCERT FROM THE
MGM GRAND
GARDEN ARENA

Tickets Still Available!

6:30 Cocktail Reception,
8:00 Show Seating

Purchase tickets at show registration areas



WILD DIVA

VISIT US AT BOOTH 11630



Ordering In

Retailers reveal what's hot, what's not and what's next BY LIANE BONIN



Ron White

Owner/buyer for Ron White—The Foot Shoppe and Ron White—Mephisto
Toronto, Canada

ON HIS FEET AT WSA: I live in custom-made Thierry Rabotin shoes, or I will also wear the Mephisto Rad. People can't believe it's Mephisto, and I love it.

WHAT'S HOT: Thierry Rabotin and espadrilles—insane.

WHAT'S NOT: The pointy toe is dead.

WHAT'S NEXT: Red is coming, big time.

TREND ALERT: Everything is getting dressier. We'll slowly move toward minimalism. We're going to see a cleaner line in clothing and more sophistication overall.

HAS HIS EYE ON: I have more and more jet-set customers who are asking for a super-comfortable evening shoe.