

Leading footwear retailer and trailblazer, Ron White, is launching two ground-breaking collections in the U.S., which combine proprietary comfort construction with couture-inspired fashion.

"Women have always wrestled with negotiating fashion and comfort; with the creation of All Day Heels® and my RON WHITE Signature Collection, women's lives will be changed forever," said White. "This isn't a new style of shoe — this is the birth of a whole new category: True Luxury Comfort."

Ron White's early career found him working in biomechanics and orthotics as well as in the fashion shoe business. As CEO and creative director of RON WHITE, White saw that his fashion and celebrity clients were always seeking more comfort, while orthopaedic clients were always seeking more style.

After working with a number of footwear designers, White knew that there was a definite void in the marketplace.

After four years in the making, Ron White launched the world's first All Day Heels®. They are heels designed for everyday wear, all day long, and the collection has been so successful in Canada that he has brought them to the U.S. for spring '11.

They incorporate cutting-edge technology, including NASA created PORON, paired with luxurious materials and unique constructions to make beautiful shoes that feel wonderful — all day.

According to Ron White, "For 20 years I have worked with women and listened to their pain. I created All Day Heels® just for them, and the reviews have been fabulous!"

Following on the success of his All Day

Heels® collection, White has introduced his red-carpet-ready RON WHITE Signature Collection, recognized by its striking white sole.

RON WHITE Signature Collection is couture-inspired and designed for red carpet wear, pairing elegance with his proprietary All Day Heels® technology.

"Gorgeous never felt so fabulous!" says White. A small selection of styles from the RON WHITE Signature Collection were unveiled at the Golden Globe Awards in January and available for spring '11, with the complete collection launching in fall '11.

Both collections feature Ron White's proprietary technique for creating luxury comfort and feature the finest leathers, materials, trims and details, designed by Ron White in Italy.

Combining a background of two decades in both biomechanics and fashion footwear retailing, Ron White was determined to meet the demands of women around the world for beautiful shoes that feel wonderful all day.

And with All Day Heels® and RON WHITE Signature Collection, he has found success!

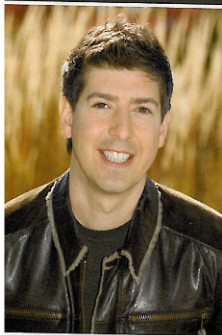
Dubbed as "Canada's Shoe-ru," White is a regularly featured fashion expert in both Canadian and international media.

Renowned for his All Day Heels®, exclusive designer relationships, custom styles and a loyal celebrity following, he has become the ultimate resource for the world's most unique collection of luxury comfort shoes. ■

Ron White
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RON WHITE SHOES
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Retail Trailblazer Carves New Luxury Comfort Category

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