

WSA

NEWSLETTER FOR THE FOOTWEAR INDUSTRY

THE REPORT

WORLD SHOE ASSOCIATION™

MARCH 2002



Inside Information

by Chris Aiken

Expanded Split Venue Continues
for WSA August Market

Despite early concerns, expanding the World Shoe Association trade market to two venues paid dividends at the February 2002 show, with an increased retail presence that made this trade market one of the most successful to date for the \$40 billion footwear industry.

Retail attendance figures for the three-day event (11,573) showed an 8% increase over the August 2001 show, while total attendance, including press, suppliers, VIP guests, sales representatives, and corporate executives exceeded 26,000. International in scope, participants attended the February show from over 86 different countries with nearly one third of the retailers from outside the U.S.

Previously held entirely at the Sands Expo, WSA had acquired an additional 400,000 square feet at the Las Vegas Convention Center. The show will add even more square footage for the upcoming August market, which will include space at the newly built south expansion of the Las Vegas Convention Center, as well as two convention floor levels at the Sands Expo and in suites at the Venetian Hotel.

During the show, seminars and meetings also reflected the impressive overall attendance with strong turnouts. At its bi-annual Shoe Party, Blue Man Group entertained sold out audiences on both Sunday and Monday evenings. For the August show this summer, the WSA Shoe Party will feature comedy superstar Robin Williams, who will perform following a lavish cocktail party at the Aladdin Performing Arts Center, an impressive facility that seats over 6,000.

With over one million square feet of exhibit space displaying more than 2,000 footwear brands, The World Shoe Association is the largest footwear trade market in the U.S. Retail buyers attending the show at the Sands Expo Convention Center, the Las Vegas Convention Center and the Venetian Hotel find men's, women's, children's and athletic footwear as well as accessories, handbags, and shoecare products. The *Collections*, an upscale exhibition located at the Venetian Hotel, features over 135 well-known footwear designer brands.

Superstar Robin Williams to Entertain
at August 2002 WSA Shoe Party

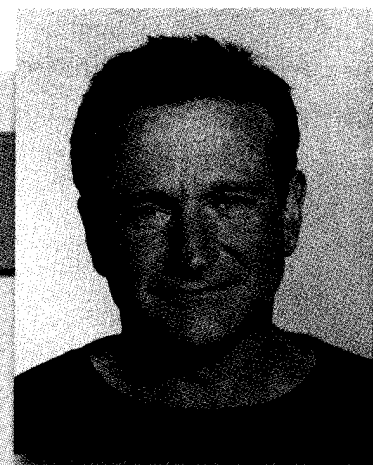
ROBIN WILLIAMS, one of the most gifted and abundantly talented actors of our time, has been recognized internationally for his many compelling film roles as well as for his off-the-wall humor. This August, the one and only Robin Williams will kick start the first evening of the WSA Shoe Show at its networking Shoe Party.

In anticipation of the high demand for tickets, the WSA-sponsored industry event will be held at the 6,000-seat Aladdin Performing Arts Center at the newly built Aladdin Hotel and Casino.

As at previously sold-out WSA Shoe Parties, Williams will certainly be entertaining a full house on August 1, 2002. Previous entertainment has included Stevie Nicks, The Temptations, Tom Jones, Chicago, comedian Jay Leno, Glenn Frey of the Eagles and Crosby, Stills, & Nash. Past WSA Shoe Parties have utilized other existing Vegas hotel shows including Cirque Du Soleil's *Mystere* at Treasure Island, *O* at the Bellagio, Hilton's *Starlight Express* and most recently Blue Man Group at the Luxor Hotel.

Williams is a four-time Oscar® nominee in the Best Actor category. One of his most memorable roles was deejay Adrian Cronauer in "Good Morning Vietnam". Fans also remember Williams in his role as Professor John Keating in the film "Dead Poets Society". In 1998 Williams received the Academy Award in the Best Supporting Actor category for his portrayal of Sean Maguire in "Good Will Hunting".

For tickets to this exclusive, industry-only event, send the enclosed form to the WSA office today.





Bulletin Board

949.851.8451 • FAX: 949.851.8523 • info@wsashow.com

DEADLINE: APRIL 1

EXHIBIT APPLICATIONS: Your application must be received by April 1 to be considered in the first round of booth assignments and avoid a \$100 late fee. Applications received after the deadline cannot be guaranteed space in the show. If you did not receive the application mailed to all WSA members last month, you may download the forms from our website at www.wsashow.com

BUYERS ATTENDANCE on CD: The attendance list for the February 2002 WSA Show will be available soon to *WSA members only*, in a self-running CD database program. To receive your copy, fax your request to the WSA office at 949.851.8523 or e-mail to members@wsashow.com (*One copy per member*)

CATCH the excitement of the largest footwear trade show in the U.S.

VIEW video highlights & sample exhibitor vignettes from the WSA February 2002 market.

CLICK on www.wsashow.com for our state of the art on-line streaming video (instructions are included to download a free video player onto your computer).

And for quick and easy access to WSA services, information & forms, log on to the WSA website to:

- contact exhibitors from the last WSA show
- pre-register for the next WSA show
- order tickets for the August 1 WSA Shoe Party (with comedy superstar Robin Williams)
- book hotel & travel arrangements for August 1-4
- view or post employment opportunities
- download forms including exhibit & membership applications

Ken Mazur Named President of World Shoe Association for 2002

Ken Mazur has been named President of World Shoe Association (WSA) and began serving his term at the December Board of Directors meeting.

Previously the organization's Vice President, Mazur will oversee the WSA show's two markets in 2002 as well as other member-related activities and issues. Mazur succeeds Dave Darling, who becomes chairman.

Other newly elected WSA board officers are Dave Duncan as Vice President, Mitch Fisherman as Treasurer and Carmel Gouveia as Secretary. Gary Tierney and Steve Katz were both elected as the newest members of the Board of Directors while Richard Cohn and Jeff Cox stepped down due to the end of their terms.

DEADLINE: JUNE 1

BUYERS: If you registered on-site at the February show you will automatically receive an advance badge in the mail for the August 2002 WSA show. Or, if you received your badge by mail for the February 2002 WSA show and verified your attendance upon arrival by scanning or turning in your badge stub to WSA, you will receive an advance badge for the August 2002 show. If you did not verify your attendance, or you did not attend the February show, you will need to re-register in order to receive a badge by mail.

EXHIBITORS: All exhibitors must register for each show to receive a badge. You may submit your badge requests on the form provided with the exhibit contract or by logging on to the WSA website. Please note: WSA membership does not automatically generate a show badge for the exhibitor.

ON-LINE REGISTRATION: Buyers, exhibitors and press may register on the WSA website at www.wsashow.com.

CHANGES??? Please help us update our records by letting us know about changes to your registration, in order to continue receiving WSA information and ensure the delivery of your advance badge. You may fax or e-mail your corrections to 949.851.8523 or info@wsashow.com

www.wsashow.com

CHANGES ANNOUNCED
AT NOVEMBER
BOARD OF DIRECTORS
MEETING



over one million square feet of shoes

HOTEL	RATE	CANCELLATION
Aladdin	\$79.00	72 hours
AmeriSuites	\$79.00	48 hours
Billy's	\$109.00	48 hours
Coastal Coast (1,2)	\$49.00/\$99.00	7 days
Coastal Inn	\$199.00	48 hours
Coastal Suite (3)	\$125.00	7 days
Coastal Suite (4)	\$99.00	48 hours
Coastal Suite (5)	\$129.00	48 hours
Coastal Suite (7)	\$49.00/\$89.00	72 hours
Coastal Suite (8)	\$105.00	14 days
Coastal Suite (9)	\$109.00/\$169.00	48 hours
Coastal Suite (10)	\$105.00	72 hours
Coastal Suite (11)	\$69.00/\$79.00	48 hours
Coastal Suite (12)	\$109.00	14 days
Coastal Suite (13)	\$65.00/\$75.00	72 hours
Coastal Suite (14)	\$149.00	48 hours
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Coastal Suite (99)	\$149.00	48 hours
Coastal Suite (100)	\$149.00	48 hours

LIMITED SATURDAY ARRIVALS/DEPARTURES ALLOWED AT SOME HOTELS

Changes and/or cancellations must be made 7 days prior to arrival

Other rate for Barbary Coast applies to all show dates August 1-4, 2002

Energy surcharge charge will apply

night minimum is required over the weekend

Price includes a full cooked breakfast each day

Higher rate at Treasure Island applies to Thursday, Friday & Saturday

Higher rate applies to Friday & Saturday nights

Additional charges will apply for third or fourth person occupying room.

Clark County room tax currently at 9%

may be cancelled

August 1-4, 2002

Sands Expo & Las Vegas Convention Centers

Book your hotel reservations on line www.wsashow.com

Or phone our reservation agents for assistance with hotel or air accommodations.

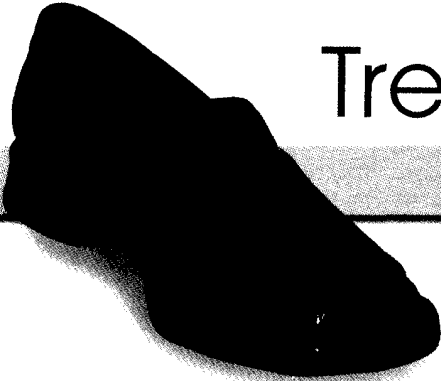
CTM Marketing Group

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FAX: 949.472.2261 • wsa@ctminc.com

Trend Report

by Meg Rottman



Facing a slow economy and uncertain world view, fashion takes a conservative approach for Fall 2002, leaving behind brightly colored sequins and embracing pancake flat heels, rounded toe shapes and darker, more basic shades. While brown in its many tones will be strong, black is "the new black" and will be seen on every silhouette from leather sneakers to high-shafted boots.

In fact boots, always a dominant shape for fall, will be stronger than ever. Influenced by television (HBO's *Sex and the City*) and movies (Nicole Kidman in *Moulin Rouge*) boots are tall and tightly corseted with lacing up the back, or short and shoe-like, scooped out just below the ankle. They range from high-shafted biker and urban military to fringed suede hippie, romantic English country equestrian and metal stiletto-heeled back-zipped feminine styles with dramatic variations in heel heights.

A new twist for fall is open footwear, introduced for warmer climates or as buy now-wear now fashion. This sandal, taken directly from spring, adds an ankle wrap and a wedged heel in dark, smoky colors and winterized treatments of suede and patent. In cooler climates, the clog takes over as the newest shape in categories ranging from sport and performance to après ski and dress as well as men's and children's casuals.

Sneakers are back this fall with a vengeance, taking two separate spots on the fashion scene. They are updated and futuristic in metallic leathers, logo'ed jacquard or two-toned bowling styles. Or they are old-school retro. Urban street shoes now make way for such sporty silhouettes as form fitting boxing boots, racing flats, padded simplified skate and canvas basketball footwear. For the first time in many years, coloration is limited to just a few shades. The winter Olympics and current patriotism have spurred an interest in red, white and blue. But instead of the combinations of spring, this time the three colors are used individually. Red stands alone in strong tones of terracotta, burnt tomato and classic lipstick shades. Winter white is creamy and soft, making white boots and pumps look as standard as a basic ruffled shirt. And blue changes from the pale robin egg of spring to denim and navy for fall.

Men's shoes are sleek and polished with such classics as brown oxfords, patent leather loafers, London-inspired booties, and traditional Western boots. Suits are back at work and on their heels are suede wing tips, country gentlemen slip-ons and Euro-styles. The only departure from basics is in leisure, which boasts wrap-around blown soles in black, pebble grain leather sneakers and top stitching in contrasting colors.

Kids' shoes take a break this season from juvenile character shoes and instead turn to grownup take downs with pull tab boots, sling backs, clogs, and boots galore. A red patent-leather boot is topped with black faux fur, a short bootie is belted and a Mary Jane is made from cherry fabric with black polka dots. Velcro takes a backseat to tied-up sneakers, and the bright colors of spring move over for the olives, eggplants, tan, and chocolates of fall.

The shoes of the season are clean, sleek and conservative. With flatter heels and classic stylings they are all about ease and simplicity. A tall shafted boot in basic red; a princess-heel slide in camel, or a choked-up shoe in winter white pair with the designer collections seen on the runway – a balance of tradition and comfort, refinement and simple beauty.

FALL

WOMEN'S BOOTS & SHOES

Flats and tiny heels
Traditional Americana-themes
Leather, corduroy, denim,
printed velvets

SILHOUETTES

Clogs &
sneakers

Open

footwear for fall

Ballerina flats &
Mary Janes

Classic pumps
& tailored
oxfords

ENHANCEMENTS

Belts, buckles and zippers

Antique brassy hardware

Fringe & perforations

Fur: faux or mink

COLORS

Red

Winter white

Black & red combinations

Browns from caramel
to chocolate

MEN'S

Suited footwear

Country gentleman
or traditional
western boots

Leather sneakers

Warm color palette

Classic revival

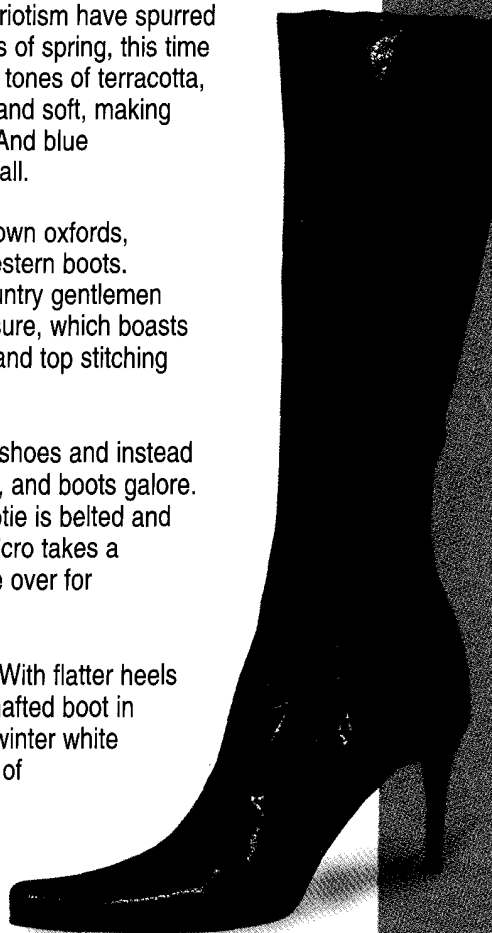
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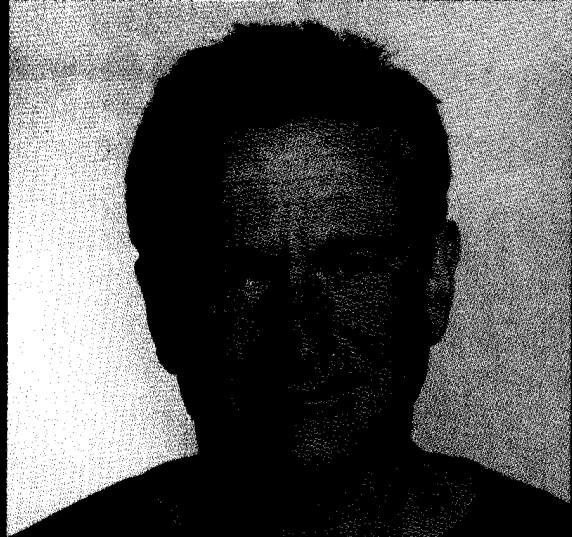
Grown-up styles

Euro-comfort

Ankle & tall-shafted
boots

Dress-up velvets





ROBIN WILLIAMS

Thursday, August 1, 2002
6:30 p.m. cocktail reception
8:00 p.m. show seating

Enjoy a night of laughter with Robin Williams, the number one name in stand-up comedy, at the WSA Shoe Party, the industry's premier networking event.

The show will be preceded by an elaborate cocktail buffet.

The Aladdin Performing Arts Center will stage the event that promises to be the most entertaining Shoe Party yet.

The 6,000-seat venue will provide an excellent stage for Williams to present his unique form of comedy.

YES! Please reserve...

_____ tickets to the WSA Shoe Party • \$40 each
(QUANTITY)

PAYMENT METHOD:

☐ Check ☐ AMEX ☐ VISA ☐ MC

Cardholder name _____

Company name _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

E-mail _____

Credit Card No. _____

V Code _____ - _____ - _____ (MC & Visa - additional 3 digits printed on the reverse side of your card.)

Expiration date _____ Amount _____

Signature _____

You will be notified with your confirmation and ticket pick up instructions by mail.

Payment must accompany this official form: WORLD SHOE ASSOCIATION
20281 SW Birch Street, Suite 100, Newport Beach, CA 92660
FAX 949.851.8523

CONGRATULATIONS to the February 2002 Design Award Winners

MOST INNOVATIVE

First: Airwalk

Second: Red Wing

BEST BOOTH

First: Cels Enterprises

Second: Diesel / Mecca / XOXO

DESIGN AWARD: Azaleia

*Thanks to all WSA exhibitors
who put forth such great
creativity in their
booth presentations.*



EXPOSURE AT WSA

Billboards add
brand awareness
at the WSA Show

Each of the 26,000 attendees at the WSA show enters the show through the main walkways at the Sands Expo and the Las Vegas Convention Center. As part of a mix of advertising options, WSA is offering an opportunity for exhibitors to gain more exposure for their brand through raised and freestanding billboards at these locations. These dramatic displays provide maximum visibility at the WSA venues.

The three styles (curved, tapered, and elevated) in sizes ranging from 8'x 12' to 9'x 14', offer a unique marketing opportunity. Positioned in the most visible high traffic areas of the show, the billboards are produced by WSA from submitted artwork. Cost is \$10,000 per billboard.

Display your image at WSA and add to the exciting atmosphere of the largest footwear trade show in the U.S. Call WSA for additional information and to reserve a billboard for the August show at 949.851.8451.

According to
Footwear News' Show Daily,
"buyers consider WSA a
must-attend"
&
"WSA has emerged as the
major sport shoe venue."





WORLD SHOE ASSOCIATION™

20281 SW Birch Street, Suite 100
Newport Beach, CA 92660

INTERNATIONAL PRIORITY AIR MAIL

U.S. POSTAGE

PAID

Long Beach, CA

Permit No. 25

over
one million
square feet
of shoes

2002

LAS VEGAS

CONVENTION CENTERS

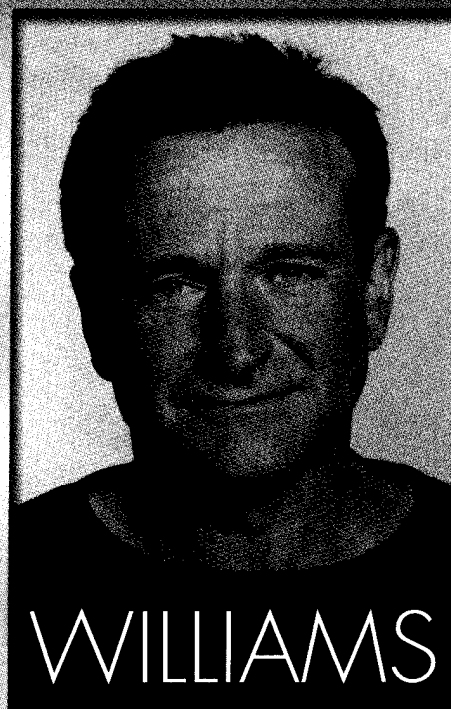
NEWSLETTER FOR THE FOOTWEAR INDUSTRY

THE REPORT

Spectacular
Networking
SHOE PARTY

with

ROBIN WILLIAMS



williams
quadrant
shoe

SEPTEMBER 1-4, 2002 SANDS EXPO & LAS VEGAS CONVENTION CENTERS