

REPORT

WORLD SHOE ASSOCIATION®

SEPTEMBER / 2002

February WSA Show Will Include Mandalay Bay Convention Center

by Chris Aiken, Executive Director

On the heels of a successful August market where an additional 105,000 square feet was utilized for exhibitor space, WSA has announced plans for further expansion at another new facility. The largest footwear show in the U.S., WSA will add exhibit space at the Mandalay Bay Convention Center to its current venue at The Sands Expo for February 2003.

WSA will be one of the first major trade shows to occupy approximately 575,000 square feet of new exhibit space, currently under construction, adjacent to the Mandalay Bay Resort. The facility is located at the south end of the Las Vegas strip.

WSA currently has a contract for exhibit space at the Sands Expo through August 2005. Dates for additional space at Mandalay Bay have been tentatively booked from August 2003 through 2010.

WSA will no longer be exhibiting at the Las Vegas Convention Center due to unavailability of space.

The move will allow the non-profit organization the potential to expand the amount of exhibit space for future shows due to the configuration of the new facility. We're very excited by the opportunities that Mandalay Bay offers.

Other benefits of moving the show to Mandalay Bay include: easier move-in and move out procedures due to better designed freight landing, and proximity to a range of hotels and the Las Vegas airport.

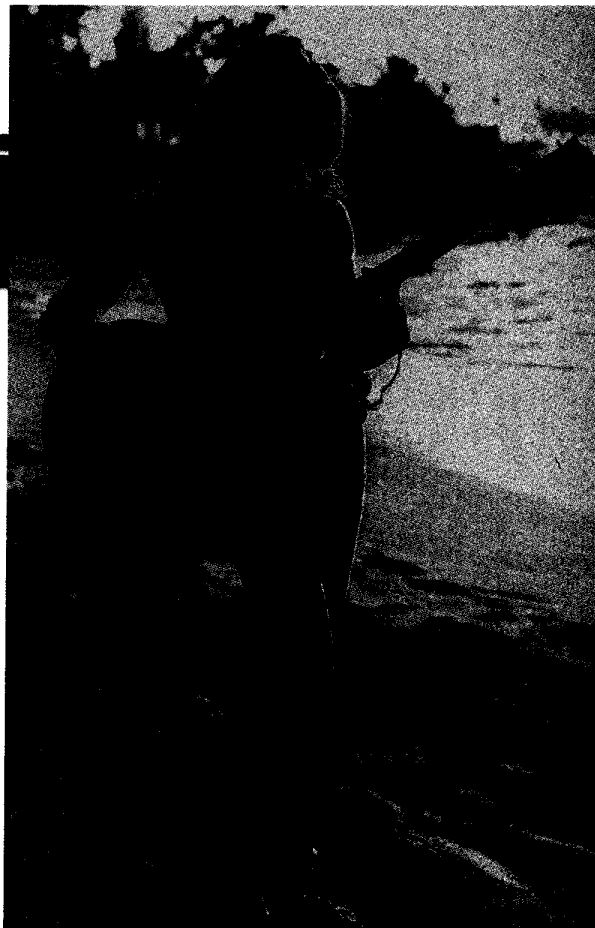
Pop/Rock Singer Sheryl Crow to Entertain Footwear Industry

This February, WSA attendees will once again have the opportunity to party with superstar entertainment at what has become a must-do event, the WSA Shoe Party. Renowned recording artist, Sheryl Crow, will offer her own unique brand of rock and roll on the opening night of the World Shoe Association trade market, February 8, 2003.

Coming off an international tour in Europe, Japan and the US (including performances with the Rolling Stones), Crow will energize the footwear industry with songs from her hit CD's: *Tuesday Night Music Club*, *Sheryl Crow*, *The Globe Sessions* and her latest *C'mon C'mon* which she recorded with such recording artists as Don Henley, Emmylou Harris, Dixie Chick Natalie Maines, Liz Phair and Lenny Kravitz.

The three-time Grammy nominee is best known for her mega hits "All I Wanna Do", "A Change Would Do You Good", "Leaving Las Vegas", "If It Makes You Happy" and "Every Day is a Winding Road".

As with previous WSA Shoe Parties, Crow will undoubtedly be entertaining a full house on February 8, 2003. Entertainment for past Shoe Parties has included Stevie Nicks, The Temptations, Tom Jones, Chicago, comedian Jay Leno, Glenn Frey of the Eagles, Crosby, Stills, & Nash and most recently comedy superstar Robin Williams. Other WSA Shoe Parties have utilized existing Vegas hotel shows including Cirque Du Soleil's *Mystere* at Treasure Island, *O* at the Bellagio, Hilton's *Starlight Express* and *Blue Man Group* at the Luxor Hotel.





Bulletin Board

(949) 851-8451 • FAX: (949) 851-8523 • info@wsashow.com

DEADLINE: OCTOBER 1

MEMBERSHIP RENEWAL: Return your membership renewal form and dues by October 1 to avoid a \$50 penalty. To ensure accuracy, be sure to review the pre-printed information on the form, indicate any changes, and complete the bottom portion with the lines you currently represent. If you move or change lines during the year, WSA must be notified in writing for your listing to appear accurately in the WSA Directory and for you to continue to receive our mailings.

EXHIBIT APPLICATIONS: Your application for February '03 booth space must be received by October 1 to be considered in the first round of 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

DEADLINE: DECEMBER 1

BUYERS: If you registered on-site you will receive an advance badge in the mail for the February 2003 WSA show. Or, if you received your badge by mail for the August 2002 WSA show and verified your attendance upon arrival by turning in your badge stub to WSA, you will receive an advance badge for the February 2003 show. If you did not verify your attendance, you will need to re-register by December 1 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 before December 1. Please note: WSA membership does not automatically generate a show badge for exhibitors.

FIND THE ANSWERS TO YOUR WSA QUESTIONS

Log on to **www.wsashow.com**

- contact exhibitors from the last WSA show
- book hotel and travel arrangements for February 8-11
- pre-register for the next WSA show
- order tickets for Sheryl Crow, performing at the February 8 Shoe Party
- check out the Spring 2003 Trend Report
- download forms including exhibit and membership applications
- view or post employment opportunities

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 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

BUYERS ATTENDANCE on CD: The attendance list for the August 2002 WSA Show is available to members, only, in a self-running CD database program. To receive your copy, fax your request to the WSA office (949) 851-8523 or e-mail members@wsashow.com
(One copy per member)

Video Billboards Add Exciting Component in Advertising at WSA Show

In August 2002, WSA premiered a fresh and exciting concept in large-format advertising: the digitally-projected video billboard. Using an eye-catching 15-second full motion video or a projected still image, advertisers were able to project their unique brand message to the show attendees who passed by the prime locations at each venue's main entrance. Feedback from this new advertising format surpassed all expectations and WSA will continue this point-of-sale advertising opportunity.

In order to take advantage of this innovative advertising expression contact the WSA offices as soon as possible to reserve space and ask for details.

Video billboards impacted retailers as they entered the August WSA show.



HOTEL LISTING

| HOTEL | RATE | CANCELLATION |
|------------------------------------|-------------------|--------------|
| Aladdin | \$109.00 | 72 hours |
| Amara Suites | \$95.00 | 48 hours |
| Bally's | \$119.00 | 48 hours |
| Barclay Court (3) | \$69.00/\$129.00 | 48 hours |
| Belagio (3) | \$179.00/\$259.00 | 48 hours |
| Caesars Palace | \$175.00 | 72 hours |
| Embassy Suites-Cent. Ctr. | \$119.00 | 48 hours |
| Embassy Suites Las Vegas (2) | \$119.00 | 48 hours |
| Excalibur (3) | \$79.00/\$129.00 | 72 hours |
| Flamingo Hilton (3) | \$99.00/\$121.00 | 14 days |
| Four Seasons Hotel Las Vegas (5) | \$260.00 | 72 hours |
| Hard Rock Hotel (3) | \$109.00/\$199.00 | 48 hours |
| Hartman's | \$129.00 | 72 hours |
| Imperial Palace (1,3) | \$69.00/\$79.00 | 48 hours |
| Las Vegas Hilton | \$135.00 | 14 days |
| Luxor (3) | \$99.00/\$139.00 | 72 hours |
| Mandalay Bay (3,4) | \$189.00/\$229.00 | 7 days |
| Marriott Residence Inn-Hughes Ctr. | \$119.00 | 48 hours |
| Marriott Suites Hotel | \$119.00 | 48 hours |
| Mirage | \$149.00 | 48 hours |
| Monte Carlo (3) | \$124.00/\$155.00 | 48 hours |
| New Frontier-Attum (1,3) | \$69.00/\$89.00 | 72 hours |
| New Frontier-Standard (1,3) | \$49.00/\$69.00 | 72 hours |
| New York, New York (3) | \$85.00/\$179.00 | 48 hours |
| The Orleans (3) | \$50.00/\$80.00 | 48 hours |
| Palm Casino-Resort (3) | \$139.00/\$179.00 | 72 hours |
| Paris Las Vegas | \$139.00 | 48 hours |
| Rio Suites (3) | \$135.00/\$155.00 | 72 hours |
| Sahara (1,3) | \$39.00/\$79.00 | 48 hours |
| Treasure Island (6) | \$145.00 | 72 hours |
| Venetian (4) | \$239.00 | 7 days |

NO SATURDAY ARRIVALS OR DEPARTURES ALLOWED AT ANY HOTELS

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

- (1) Energy surcharge charge will apply
- (2) Price includes a full cooked breakfast and nightly reception each day
- (3) Highest rate applies to Friday & Saturday nights
- (4) The price here is guaranteed up to 30 days prior to the show. All reservations requested after the cut off date will be at the prevailing rack rate.
- (5) Double beds are not available, only kings. Rollaways are available upon request.

- Additional charge will apply for third or fourth person occupying room
- Rates do not include Clark County room tax currently at 9%
- Cancellation indicates time in which reservation may be cancelled without incurring cancellation penalty



CATCH THE EXCITEMENT!

BOOK YOUR HOTEL RESERVATIONS ONLINE www.wsashow.com

Or phone our reservation agents for assistance with hotel or air accommodations. CTM Marketing Group
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Fax: (949) 472-2211 • wsa@ctmino.com

Trend Report

by Meg Rottman



The Spring 2003 footwear story will be one of subtle transitions, with designers taking safe, popular styles and colors from recent seasons and modify them into something fresh and new. For example, the casual flip flop from last summer trades up to a slightly more sophisticated split-toe mule. Last fall's emphasis on red, now focuses on just the white (in 18 different shades). And the Moulin Rouge lace from last year becomes macramé ankle wraps and athletic shoes laced to the top of the ankle to the tip of the toe.

The number of important footwear silhouettes are limited (to primarily backless and trimmed down sneakers), the ways to detail them are not. In fact, the trims, with enhancements that include not just embroidery and flowers, but also shells, coins, fringe and jeweled ornamentation. And, in sandalized footwear, as on new importance with sock linings in a multitude of colors and patterns and logos.

And, designers have found a way to play it safe, and at the same time, offer the now demand fashion styles from A to Z each and every year) a chance to have

It's a surprise for the season is the return of green. Ignoring popular footwear lore (red shoes do not sell), manufacturers have taken European-inspired green hues and treatment of muted shades and banana leaf prints to its pallet of neutrals and colors (yellow, turquoise and orange).

Color story for spring is white. White stands alone and combines-- in color and adornments-- with black or navy (in nautical looks), blues (especially navy), citrus tones and strong neutrals including brown, taupe and even red (considered a fashion color).

In footwear, leathers retain a distinctly masculine feel in sandals and other casuals. Silhouettes take a twist with oblique or square toe lasts, perforations, and tooled styling shoe trend from a few seasons ago reappears in leather lace-ups and athletic-inspired designs drive the market, playing it safe with naturals, leathers, or alone or in two-tone combinations.

Athletic features serve as inspiration in every level of footwear including, and especially, women's brands (envision a black and white sneaker ballerina with a princess heel, a striped mule in tulle stretched over a satin upper, or a striped suede slide with a thick stacked heel and hand set rhinestone trim).

Kids shoes are simple take downs from older sister with all the same trendy features as the larger sizes including cork bottom slides, floral prints, updated flip flops, backless Mary Jane's, trimmed down denim sneakers and lower priced, disposable thongs. While adult shoes have foregone new technology in favor of additional and retro styling, children's shoe manufacturers are still experimenting with such elements as hinged shoes for easy on/off, non-skid bottoms, new closures and waterproof leathers.

Overall themes for Spring 2003 include a nod to ethnic tribal as evidenced by raw leather edges, fringe, beads, neutral tones and such natural materials as raffia, cork and jute. Footwear is either drawn from athletic roots, or feminized in sleek dress up classical styles. The mule, and anything backless, is the important silhouette in virtually every category from clogs to sneakers to mocs -- giving the consumer a chance to break out of closed up footwear without going completely barefoot. And vintage looking 40's platforms combine with French provincial country prints for a relaxed new feel, making this season especially light and casual.

SPRING TRENDS

SILHOUETTES

- Sneakers
- Wedges
- Backless slides
- Espadrilles

COLOR

- White is important
- Two-tone combinations
- Citrus colors
- Green
- Neutrals and browns

TRENDS

- Flip flops trade up to split toe thongs
- Ankle-wrapped gladiators
- Athletic influences

ENHANCEMENTS

- Coins/charms/shells
- Flowers
- Crystals/jewels
- Beads
- Lacings

MATERIALS

- Fabric wrapped platforms
- Bleached denim
- Slouchy soft leathers
- Suede and nubuck
- Vegetable tanned or imprinted leathers

THEMES

- Retro or customized sneakers
- Vintage 40's platforms
- Stripes and prints
- Ethnic / tribal

KID'S

- Big sister take downs
- Pink and white for girls
- Spiderman for boys
- Denim sneakers

MEN'S

- Two-tone
- Thong sandals
- Cordovan
- Driving bottom/oblique last
- Picnic casuals

ATHLETIC/SPORT

- High top wrestling boot
- Retro sneakers
- Lightweight runners
- Slip on mule sneakers

DESIGNER

- Sporty influences
- Open toe / backless
- Thick or stacked heel
- Hand set rhinestones

white and blue corseted influence all the way from

And while slides, espadrilles, sky is the limit in Swarovski crystals the footbed taking including design

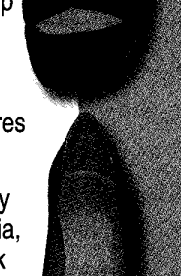
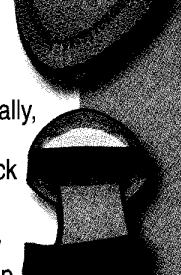
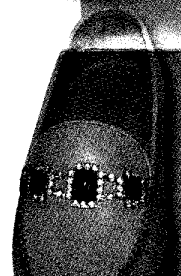
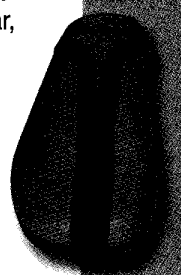
In other words the public (who it their way.

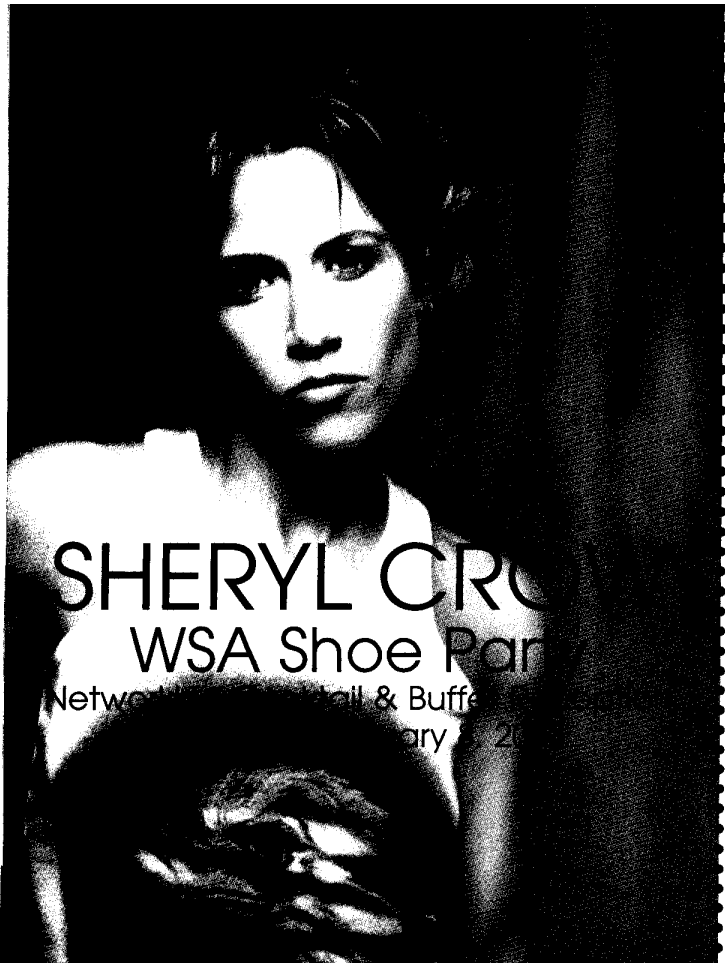
The biggest (that green shoe) added an assortment of other citrus colors

The other colors blocking, stripes, denim shades), (no longer cons

In men's footwear Standard silhouette leather. The boots sneakers. And blues and black

In fact, athletic high end design sleek, slim- prof





SHERYL CROW

WSA Shoe Party

Networking, Dinner & Buffet

February 8, 2002

YES! Please reserve...

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

PAYMENT METHOD:

☐ Check ☐ AMEX ☐ VISA ☐ MC

Contact 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 _____

Cardholder name _____

Signature _____

Payment must accompany this official form. All orders are non-refundable.

Orders submitted separately are not guaranteed grouped seating.

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

Please note, no tickets will be mailed in advance.

WORLD SHOE ASSOCIATION

20281 SW Birch Street, Suite 100, Newport Beach, CA 92660 • FAX 949-851-8523

August 2002 Design Award Winners

MOST INNOVATIVE

First: Timberland

Second: Prima Royale

BEST BOOTH

First: Puma

Second: Mia

DESIGN AWARD

Reebok

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

CONGRATULATIONS



Mandalay Bay Convention Center



CATCH

THE EXCITEMENT!

FEBRUARY 8-11

**Mandalay Bay Convention Center
Sands Expo & Venetian Hotel**



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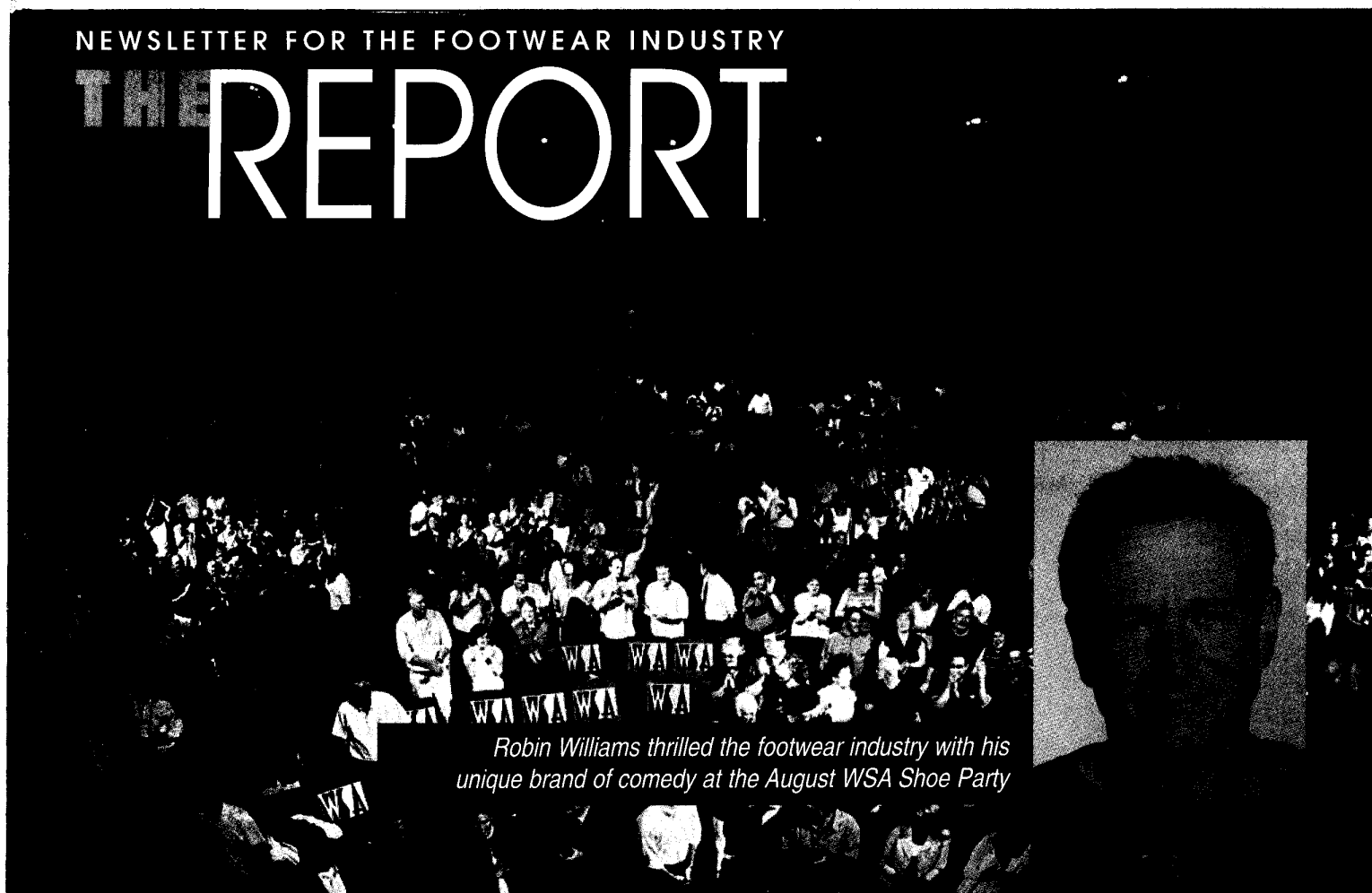
FEBRUARY 8-11

Mandalay Bay Convention Center
Sands Expo & Venetian Hotel

over
one million
square feet of shoes

NEWSLETTER FOR THE FOOTWEAR INDUSTRY

THE REPORT



*Robin Williams thrilled the footwear industry with his
unique brand of comedy at the August WSA Shoe Party*