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THE COLLECTIONS & C7 ANNOUNCE NEW SHOW CO-DIRECTORS TO USHER IN A FRESH PERSPECTIVE

Maria Carvalho and Dana Rosenberg Join Forces to Run WSA's Luxury Segment

ENCINO, Calif. (July 14, 2009) Creating a formidable tandem with nearly 40 years of experience in luxury fashion, WSA (www.wsashow.com) is pleased to announce that Maria Carvalho and Dana Rosenberg have been named co-directors of The Collections, the industry's premier destination for luxury footwear, handbags and accessories, and C7, a unique environment for current men's and women's footwear. Carvalho previously worked with ENK International (www.enkshows.com) and Rosenberg consulted for WSA in recent years. Together they will now usher in a fresh, new perspective for the upcoming show, July 31–August 2 at The Venetian.

With two decades of experience in the footwear and accessories industry as a buyer and event planner, Carvalho's career has been built on deep and unrivalled relationships throughout the women's market. Most recently, she was the creative director of footwear for the Doneger Group (www.doneger.com), where she established the Designer Footwear and Handbag division catering to all Doneger and Carol Hoffman accounts. Carvalho was a fashion trade show producer for ENK International from April 2001 through December 2006, managing Sole Commerce, the twice-yearly international ladies shoe show. Prior to that, she headed up her own firm, Carvalho Consulting, providing strategic counsel in the contemporary, bridge and designer accessory and footwear markets.

Rosenberg is well-respected throughout the fashion and retail industries, with almost 20 years experience as a senior-level executive. Over the past five years, she has been an independent consultant and freelance event producer, working on high-profile projects for WSA, General Growth Properties, Westfield, Macy's and NBC, as well as national fashion and lifestyle publications such as *Lucky*, *People* and *InStyle*. She is recognized for successful executive tenures with two national retail chains, Bloomingdale's (www.bloomingdales.com) and Neiman Marcus (www.neimanmarcus.com). She joined Neiman Marcus in 1992 as PR manager, responsible for the planning and implementing of creative quality events, both in-store and out-of-store. She remained with Neiman Marcus until 1996, when she joined Bloomingdale's Los Angeles as director of public relations and special events. Rosenberg was responsible for the successful execution of events for the retailer's Los Angeles debut, playing an integral role in the company's overall expansion and acting as company spokesperson.

Elyse Kroll, ENK Intl.'s chairwoman of the board and chief creative officer, said of the joint appointment, "I am very pleased to have Maria and Dana on the WSA team. Their extensive background in the industry will be extremely valuable as we plan for the future of both The Collections and C7 at the WSA footwear show. "

The Collections' next marketplace will take place in Las Vegas from July 31–August 2, 2009, at The Venetian. For more information on The Collections, visit www.collectionsatwsa.com.

More...

About The Collections and C7

The Collections, held concurrently with The WSA Show, is an exclusive premium footwear, handbag and accessories show, featuring hundreds of luxury designers from around the globe in an exclusive upscale setting, highlighting industry trends up to one year in advance and attracting the world's most important luxury retailers. C7 is a unique environment for current men's and women's footwear located in The Venetian's Titian ballroom. For more details, please visit www.thecollectionsatwsa.com.

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