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## FASHION UNFOLDS INSIDE THE BOX AT WSA HIGHLY SUCCESSFUL CONCEPT AREA CATERS TO BUYERS NEEDS AND WANTS

**ENCINO, Calif. (January 14, 2009)** – The WSA Show pulls out all the stops in February '09 with the latest delivery of The Box – its very fashionable, stylish and energetic show space superbly situated at the Mandalay Bay Convention Center. The Box, a key element that reflects the fresh new direction of the upcoming show, boasts more than 50 “must-see” designers – a list made up of established industry headliners as well as an exciting group of yet-to-be discovered stars of tomorrow all showcased in a simplified, well- merchandised series of product stories that allow buyers ease in shopping the show.

“We like the concept of ‘The Box’ at WSA for our brands,” said Matt Joyce, president of Highline United. “We want to be accessible, and we welcome the opportunity to show our quality to our customers in a show space like this. We are happy to be in such a prime location with Miss Sixty, Luxury Rebel, United Nude and Tracy Reese.”

The Box offers a boutique-style atmosphere for large and small companies to showcase fresh, trend-driven product where buyers can discover what will dominate next season's shelves from brands including Gwyneth, Dolce Vita, Dulce, Poetic License, Jessica Simpson, Boutique 9, Rough Justice, Skin by Nude, Santana Canada, Velvet Angels and Manas Spa, in addition to the brands of Highline United, in a space dedicated to cutting edge product for all aspects of a modern day lifestyle.

“Gwyneth is returning to The Box because of its ambiance. We love the exclusive shopping environment that features vendors that complement our look,” comments Gwyneth Shoes CEO Gwendolyn Frempong Boadu.

The Box at WSA is dedicated to maximizing, revitalizing and glamorizing a buyer's experience from head to toe. This concept space is easy to navigate with wide aisles, open entrances and private meeting spaces. Innovative events creating an incredible buyer experience such as *Mimosas in the Morning* and *Bubbles at The Box* are sprinkled throughout the three day gathering and intended to keep the attendees hydrated and nourished in an ever-so-fun fashion. The OPI Beauty Bar is a must stop for buyers needing a moment to relax and refresh a tired manicure. Factor in daily beverage service, an after-hours cocktail party, and the grooving sounds of resident DJ Kurt Ramba and you've got an oasis in the desert not to be missed.

The WSA Show will take place in the Mandalay Bay Convention Center and the Sands Expo Center February 12-14. The Collections at WSA will run alongside The WSA Show in its new, 3-day format February 12-14 at the Venetian Hotel. For more information, please visit [www.wsashow.com](http://www.wsashow.com) or [www.thecollectionsatwsa.com](http://www.thecollectionsatwsa.com).

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### About The WSA Show

The WSA Show is the world's largest and most comprehensive footwear, handbags, and accessories marketplace, offering a 360-degree viewpoint of the footwear industry. The twice-yearly event in Las Vegas attracts more than 28,000 participants from 95 countries in 2.1 million square feet of space. The Collections at WSA, an exclusive premium footwear and fashion jewelry show within The WSA Show, features 350 luxury footwear, handbag and jewelry designers from around the globe in an exclusive upscale setting. Materials at WSA, which launched in Las Vegas in February 2008 alongside The WSA Show, further expands the breadth of this industry marketplace to include the supply chain by focusing on materials, design, components, technology and sourcing alongside the finished product, becoming easily accessible to brand and retail leaders. For more details, please visit [www.wsashow.com](http://www.wsashow.com).

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