

FOOTWEAR PLUS

WSA to Debut New Look

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Beginning in February 2009, the WSA Show will introduce a new layout designed to make shopping for new trends easier. "Today it is more important than ever for buyers to come to one place where they can experience all the trends and see more product in less time, and this is the environment they will experience in February in Las Vegas," explains Diane Stone, COO of the WSA Show.

Changes include new product categories to improve brand adjacencies; smaller booths on the main aisles to redirect buyers' focus to new and established brands with trend-driven product; redesigned layout and signage for easier navigation; lounges with rest areas and Internet access in key locations to promote networking and efficiency; a new layout and branding of Junior/Contemporary/Modern (formerly Junior/Contemporary and Women's footwear segments) to create convenient adjacency for buyers that mirrors retail merchandising; a new Fashion Active area featuring athletic and junior/contemporary product related to skate and street trends; and more.

The show is set for Feb. 12 through 14 at the Mandalay Bay Convention Center and the Sands Expo Convention Center; The Collections at WSA will be held at The Venetian during the same dates. Visit www.wsashow.com or www.thecollectionsatwsa.com.