

Fall/Winter 2007

Volume 2, Issue 2



ON THE STRADA

Strada means the avenue or street or the route taken for a journey in Italian

Special Events, Information and Tips
exclusively for Strada customers

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These Boots are Made for Walking

The appearance of boots is one of the most sure signs that fall has arrived. Be it tall and skinny, mid-calf or ankle style there is a boot that fits your needs. Several comfort casual and couture comfort designers have wonderful boots in their collections for Fall '07. The one thing that they all have in common is that they are as comfortable as they are stylish. Ariat, a company founded on the premise to provide the most technologically advanced riding boots for top equestrian athletes, knows this category well and its latest casual collection combines performance features with contemporary designs such as side goring and silver buckles. Boots by Rieker and Dansko are also right in

styles, featuring this seasons trend towards a slim toe box and attention to details like adjustable buckles and soft suede and laces for a custom fit. Comfort Couture designer Anyi Lu's collection was inspired by classic Hollywood film heroines and her boots capture the romanticism and luxurious lady-like style of an elegant era gone by. "Women appreciate the intricate details and level of craftsmanship that defines a luxury shoe — they can truly feel the difference," said Anyi Lu. "And they're even more thrilled when the design is so on-point with the trends, allowing them to readily pair my shoes with seasonal styles on a daily basis, whether for day or night."



Top to Bottom: Anyi Lu's Stella; Ariat's Yarmouth; Dansko's Chris and Rieker's styles #R0371.

Upcoming Special Events at Strada:

- SOFFT Trunk Show on Saturday, September 29th (Northampton, MA location only)
- ARIAT Trunk Show in late September (date TBA)
- DANSKO Trunk Show on Saturday, October 13th (Northampton, MA location only)



Shoes Make the Gift Personal

Shoes have become popular gift giving items. November and December shoe buying, once the realm of partygoers dressed up for office celebrations and New Year's Eve, is now a gift-giving trend. It maybe because many people are already in the shoe stores

buying for themselves, but it could also be because shoes are such a personal gift—it shows that you really know the person's taste and size. (Strada database can keep notes on your preferred brands, styles and sizes so make sure your customer profile is updated

just in case someone needs a hint.) Besides shoes, sock and handbags, Strada Gift Cards are another popular gift choice so that the recipient can shop on their own.



New Arrivals From Ariat

“Each season we challenge ourselves to ‘wow’ our loyal customer base and this season, the design team has really outdone themselves.”

I still have my feet on the ground, I just wear better shoes.—Oprah Winfrey

Ariat International, Inc., the innovative leader in performance equestrian footwear, will be releasing new Fatbaby styles beginning in November 2007. The introduction of Fatbaby in 2001 was groundbreaking in the Western footwear industry. For the first time, a manufacturer combined a unique and powerful blend of cutting-edge fashion, unmatched comfort and superior quality. The response to the collection was overwhelming, earning a loyal following and top seller status at Strada.

Highlights of their latest collection include **Gem Baby Knight**, a bold design featuring a jeweled cross design. Straight off the runways of New York, **Fat-Safari** reflects a growing animal print trend. “Each season we challenge ourselves to ‘wow’ our loyal customer base and this season, the design team has really outdone themselves,” said Beth Cross, President and

CEO of Ariat International. “Fatbaby is truly a phenomenon and there is nothing... that compares to this powerful and proven formula of design, comfort and quality craftsmanship.” Now available is Ariat’s signature handbag line made with the same high quality leathers found in its footwear Styles. The collection coordinates with Ariat’s Western and Fatbaby boots, they are strikingly fashionable for everyday wear.



Ariat boot, handbags, belts and wallet.

Soothe Your Soles: Tips for Tired Feet



Massage your feet to avoid foot pain this holiday season

Are you on the hunt for the perfect gift? Chances are you’ll spend more time on your feet during this busy shopping season than any other time of the year. All of those extra steps spent decorating, visiting family or trips to the store can add up to some nasty foot pain. Before you head out to pound the pavement, use these easy fixes so you won’t lose a step to foot pain this holiday season.

Massage your feet – Rub feet to release tension, increase circulation and rejuvenate the skin.

Soothe your soles – Soak your feet in a container filled with warm water for at least five minutes.

Pat your feet dry and apply lotion to keep skin soft and moisturized.

Elevate your legs – Lift your legs above your heart while lying down to reduce swelling.

Rotate your ankles – Cup your foot under the back portion of the heel to brace the foot and leg. Turn slowly at the ankle five times to loosen the joint and relax your feet.

Point your toes – While standing, do toe raises, toe points and toe curls for five seconds. Repeat 10 times to alleviate toe cramps and strengthen calf muscles.

(Article excerpts courtesy of AMPA.com.)

It is better to wear out one's shoes than one's sheets — Italian Proverb

FAQ: What are Orthotics



Rieker's Sole Buddies are a high quality nonprescription orthotics.

Orthotics are shoe inserts that are intended to correct an abnormal, or irregular, walking pattern. Orthotics are not truly or solely "arch supports," although some people use those words to describe them, and they perhaps can best be understood with those words in mind. They perform functions that make standing, walking, and running more comfortable and efficient by altering slightly the angles at which the foot

strikes a walking or running surface.

Doctors of podiatric medicine prescribe orthotics as a conservative approach to many foot problems or as a method of control after certain types of foot surgery; their use is a highly successful, practical treatment form.

Before investing in an expensive pair of custom-made orthotics, consider trying good-

quality nonprescription orthotics. Strada carries inserts by Pedag and Rieker (Rieker "Sole Buddies") both of which are designed to improve foot function while minimizing stress forces. Many of the shoes at Strada feature a removable footbed, allowing you room for the extra support an insert provides, whether you want to customize the feel of a new pair or just want to get more support from your old favorite shoes or boots.

Hot Sellers for Cold Weather



Clockwise, beginning at left is Rieker's Style #98452; Taryn Rose's Bijou; Rieker's Sarah; Taryn Rose's Ballerina, Sofft's Gayle; Anyi Lu's Elle; BeautiFeel's Fuchsia; and Sofft's Pilar.

The Deal with the Seal

Dansko believes that life is all about looking good AND feeling good. Many of our styles carry the APMA Seal of Acceptance giving you confidence in selecting foot-friendly shoes and boots that will move comfortably throughout each day.

Many Dansko collections carry the American Podiatric Medi-

cal Association (APMA) Seal of Acceptance. But what is the APMA and what does the seal mean? The APMA is the leading professional organization representing the nation's Doctors of Podiatric Medicine, or podiatrists. The Seal of Acceptance is used to designate footwear, hosiery and other foot

related products that promote good foot health. This independent certification confirms that Dansko makes shoes with the wearer's comfort and long-term well-being in mind.

(Source: Dansko.com)

Other Strada brands that carry the APMA Seal include Wolky, Pedag, Finn Comfort and Sanita.



Dansko's Professional clogs are all APMA Accepted. Shown is the Professional in crushed velvet.

If the shoe doesn't fit, must we change the foot? — Gloria Steinem

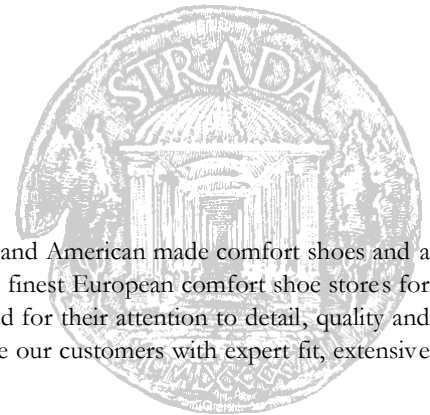
STRADA Two of New England's Finest Comfort Shoe stores for Women

STRADA	STRADA
150 Main Street	185 Wayland Ave
Northampton, MA 01060	Providence, RI 02906
Phone: 413.584.6621	Phone: 401.272.1935
Mon-Wed 10-6	Mon, Tues, Wed & Sat 10-6
Thurs-Sat 10-9,	Thurs & Fri 10-8
Sunday 12-5	Sunday 12-5

www.Strada-shoes.com

Shoes That Look As Good As They Feel

At Strada (a division of Shoefly Shoe Salons, LLC) you will find a wide range of European and American made comfort shoes and a sales staff that cares passionately about our customer's experience. One of New England's finest European comfort shoe stores for women, Strada features cutting edge to classic styles for work and play, all carefully selected for their attention to detail, quality and comfort. We believe that women should not compromise comfort for beauty. We provide our customers with expert fit, extensive information about the brands we carry and knowledge about common foot ailments.



Get Organized: Tips for Storing Shoes

Here are some common shoe storage solutions:

1. First, divide your shoes by type. For example, it's nice to keep day shoes, sport shoes and evening shoes separate. If you live in a climate with four distinct seasons, you may have a winter and summer selection.
2. Hang a canvas shoe rack over your closet door and keep your sport shoes there.
3. Like most women you probably don't use your evening shoes too often, so they can go into clear acrylic shoeboxes on a high shelf in your closet. You can also store shoes in their original boxes (an economical way to protect them) and tape Polaroid photos on the boxes to identify their contents.
4. You may want to have an extra shelf put in if you see a huge space between the standard shelf and the ceiling.)
5. If you have free floor space in your closet, you can introduce a shoe rack. The metal expanding shelf variety works really well. You can also use a cedar shoe rack if you have the space and protect your woolens at the same time! Try just to keep the shoes you wear most often on the floor though, otherwise they may get dusty.

Remember, Ginger Rogers did everything that Fred Astaire did backwards and on high heels. — Faith Whittlesey