



*Join Dansko  
in the Fight  
Against  
Breast Cancer*

Support those who have breast cancer and the fight to eliminate it with Dansko's New Pink Ribbon Edition in beautiful pink patent leather. Dansko and Strada have partnered to donate \$10 to the Susan G. Komen for the Cure® end the fight against breast cancer for every pair sold. The pink ribbon clog is part of the "Professional" collection and features Dansko's classic stapled bottom with padded instep for comfort and the rocker bottom for foot support. The Dansko Professional Clog Collection carries the seal of Acceptance from the American Podiatric Medical Association



# 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

## *Happy Birthday: Dansko Celebrates 20 Years!*

Established in 1990 Dansko is still operated by its founders, husband and wife team Many Cabot and Peter Kjellerup. "It was never about making a lot of money," she says regarding their entry into the shoe business. "It was about making something previously unavailable available and about creating possibilities and opportunities and improving the very quality of life, one step at a time."

This approach, one that Cabot also describes as "doing the right thing," has grown Dansko from a quirky clog company into an anchoring comfort brand and an award winning leader in the footwear industry. Dansko consistently wins accolades for its environment initiatives and work place environment. The company headquarters are LEED certified, they use wind-generated power AND solar energy and use sustainable com-

ponents in its footwear whenever possible. Earlier this year Dansko was selected as one of the best companies to work for and has won award for design excellence five out of the last six years.

**What has changed in the industry since 1990?** The Internet and Far East sourcing, says Cabot, and describes both "as game-changers and double-edge swords as well." While offshore sourcing has helped to keep prices in check, she explains, it also increases the trade deficit, increases the industries carbon footprint and



contributes to the loss of technical expertise in the US.

And while she appreciates that the internet provides customers access to information about the products they buy, Cabot is wary that on-line stores

focus on price (as the purchase driver) rather than service. "There's no substitute for good, old-fashioned, personalized fitting-stool service" especially since Dansko's are hand crafted so every pair fits a little differently.

**What is a Dansko customer's primary concern when it comes to buying shoes?** "At the end of the day, both figuratively and literally, comfort would be the obvious answer. But I think style is what attracts our customer first. Our shoes have to be fashionable, first and foremost, and versatile—especially in this economy, where decisions about spending are more carefully weighed. Comfort is a given."

(Interview excerpts from the July issue of Footwear Plus. (Pictured: Dansko's Rae.)

## *The Sock Market*

This fall Dansko introduces its sock collection. "When we went into this project," says Dansko CEO Mandy Cabot, "we were clear about one thing. These socks would have to continue where our shoes left off"... and they do! Each sock design utilizes intelligent construction techniques to provide added support to high impact areas such as the heel and ball of the foot, while high-quality moisture wicking materials help regulate temperature and keep feet dry.



## *Ellington: Life is an Adventure*

For over 20 years, Ellington has been making practical yet fashionable accessories for women. What began in 1986 as a small family business with one product--the Original Ellington Rucksack--has since grown into an extensive line of accessories driven by a dedicated group of creative individuals.. With a focus on signature materials and unique designs, Ellington's vision is to create bags with authentic style and substance--the perfect companions for everyday adventures.

Two new styles this fall are the "Annie" and the "Amelia." Annie features a lightweight nylon body and



plethora of pockets (easy access to your cell phone and sunglasses) and a slip pocket on the back for items you want close to your body. Sporty contrast stitching really finishes things off.

Amelia is the perfect whether you're running errands around town or traveling around the world. This versatile nylon bag will keep your essentials secure and organized. Designed with a place for everything - cash, credit cards, i.d., passport, boarding pass and more - this smart organizer converts from vertical to horizontal orientation with an easy adjustment to the cross body strap. Or you can detach the strap on either style and use it a wallet—how convenient is THAT!

Pictured: Ellington's Annie, Bella and Amelia.

## *Fall/Winter 2010 Forecast*



Pictured from left, clock-wise: Sofft's Stockholm; Rieker's Sarah; Dansko's Rae and Professional; Sanita's Tessa; Beautifeel's Jordan and Pikolino's Ginebra

This season's women's footwear trends include tall, mid-calf, and short boots, tailored dress heels inspired by the 1950's and the continued popularity of the clog. Boot standouts include: the rugged "Frye-inspired" mid-calf style by Sanita and Sofft's high-fashion "Stockholm". Try wearing these "statement" boots with something

more feminine, like a ruffled dress or pencil skirt, for contrast. Heels and flats are prim and proper this season. Delicate and ladylike buttons, bows and buckles convey romance, sensuality and a classic, retro allure.

Finally, the iconic clog continues to reach new highs in fall 2010. High

heeled versions are a huge trend, as are animal prints. But if that isn't quite your style, experiment with variations of the "classic" Danish clog and other interesting upper materials like versatile marbled patent leather or vegan tapestry prints by Dansko.

Two 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.

[Strada-shoes.com](http://Strada-shoes.com)

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