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THE COLLECTIONS AT WSA CELEBRATES SUMMER SHOW WITH LAUNCH OF C7

The Industry's Premier Luxury Footwear and Accessories Show to Debut A New Dedicated Space Featuring Top Athleisure Lifestyle Brands

ENCINO, Calif. (April 24, 2008) – The Collections at WSA today announced the debut of C7, a new, dedicated space featuring the hottest brands in the athleisure lifestyle arena, set to launch at its summer marketplace from July 28- July 31. Commanding the 7th floor of the Venetian Hotel suites, C7 is the future of casual luxe in edgy fashion, fused with a contemporary mix of comfort men's and women's Euro-trend footwear.

This July, C7 will play host to a variety of progressive brands, including Auri, Piloti, DETNY by Shane & Shawn, Fly London, Hudson, J Shoes, Monderer for Jump, PF Flyers, Ryan Rowe and True Religion, among many others.

"C7 was developed to provide our buyers an exciting offshoot to discover modern, new styles," said Leslie Gallin, director, The Collections at WSA. "These brands have their fingers on the pulse of the lifestyle market, which is so important in this ever-changing industry of ours, and it's their energy and forward-thinking that will propel retailers full-speed ahead into next season and the foreseeable future."

The Collections at WSA is the world's most comprehensive luxury footwear and accessories marketplace, welcoming hundreds of new contemporary brands each season, and offering access to all the best resources in the industry under one roof.

For more information on The Collections at WSA and C7, please visit www.thecollectionsatwsa.com.

About The Collections at WSA

The Collections at WSA, held concurrently with The WSA Show, is an exclusive premium footwear, handbag and fashion jewelry show within The WSA Show, featuring 350 luxury designers from around the globe in an exclusive upscale setting, highlighting industry trends up to one year in advance. This exclusive show, attracting the world's most important luxury retailers, is the world's largest and most comprehensive footwear and accessories marketplace. For more details, please visit www.thecollectionsatwsa.com.

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