



**THE COLLECTIONS AT WSA™ FEATURES A NEW
GENERATION OF BRIDAL FOOTWEAR**

Luxury Footwear Designers are Changing the Bridal Business with More Color and Embellishment Options for Bridal and Special Occasion Footwear

JULY 22, 2007 (ENCINO, CALIF.) – Luxury footwear designers from around the world are going to change the bridal footwear industry with the introduction of a new generation of special occasion footwear at *The Collections at WSA*, the largest luxury designer fashion footwear and accessories event in the world taking place at the Venetian in Las Vegas, July 30 - August 2, 2007. The days of the historically popular, closed-toe, dyed to match pump have gone by the wayside, and the bridal footwear that will be showcased at this summer's show will include a variety of color options, embellishments, metallics and fabric choices.

“Footwear designers are taking bridal shoes to the next level, and based on what we are seeing at this show, shopping for bridal footwear will be as much as an event as shopping for a bridal gown,” said Leslie Gallin, director of *The Collections at WSA*. “The luxury market for bridal and special occasion shoes, handbags, jewelry and accessories is growing and our designers are stepping up to the plate with styles that will make the bride-to-be excited about the opportunity to purchase a new pair of shoes that she can use long after her big event.”

The upcoming Collections at WSA show will include many designers who exclusively create a lady-like and delicate product such as the footwear of Shannon Britt and the vintage-inspired creations from Butter, as well as renown designers who have added bridal footwear to their collection, including: Badgley Mischka, NICOLINA, Perla Marre, Versani, Maganni, Head over Heals, Casadei, Calvin Klein, Jalan, Jour & Nuit, and Jean-Michel Cazabat.

- more -

Of significance to this year's showing of bridal footwear is the fact that these footwear fashions offer a variety of color choices. Although white and cream are still popular choices for brides, they can also select from pastels, pinks, silver, gold, grey, copper, metallics and even mother of pearl. These shoes are also heavily embellished with Swarovski crystals, bows that rival the bows seen on wedding dresses, feathers and layered fabrics. Many designers are also creating sandals that are ideal for a beach wedding, in response to the ever-growing destination wedding trend. A few designers, such as Sui Generis by Beyond Skin are even making exquisite bridal shoes that are eco-friendly and do not contain any animal products, in response to the eco-trend that has made an impact all over the fashion world.

"My collection has always included designs related to this 'magical moment' for both men and women," said Jean-Michel Cazabat, owner of Jean-Michel Cazabat LLC. "Maybe it is because I was never married so I always keep a little space in my heart, my soul and in my collection for a bridal event. Each season, I introduce at least five bridal styles. The WSA Show is going to be the place where I am also going to launch my first handbag collection that will also be perfect for weddings."

"These shoes no longer just compliment a wedding dress, they make a fashion statement all by themselves. Brides will want to spend just as much time and effort in selecting their footwear as they will their dress, and when guests see her shoes, they will 'ohh and ahh' her footwear, as well as her dress," continued Gallin.

The Collections at WSA presents a full spectrum of bridal accessories in addition to bridal shoes. Retail buyers will be able to shop for bridal jewel-encrusted handbags, non-traditional jewelry (i.e. not just made with pearls), and even bridal umbrellas that compliment the whole bridal ensemble.

- more -

About The Collections at WSA

The Collections at WSA is the largest and most prestigious luxury designer fashion footwear and accessories event in the world featuring more than 400 international designers. As a “show-within-a-show” (held simultaneously with the twice-yearly WSA Show). *The Collections at WSA* enables the discerning buyer the ability to select from the best of the luxury market under one roof, at one time. Each WSA Show attracts more than 36,000 participants from 95 countries including 1,600 exhibitors showcasing over 6,000 brands. For additional information, please visit www.thecollectionsatwsa.com.

#

Media Contact:	Dana Rosenberg
Email	drosenberg@wsashow.com ,
Telephone	818. 379.9400
Cell	310.702.1539