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# FOOTWEAR PLUS

## Footwear Plus Announces 2007 Plus Awards Nominees

Introduces the first-ever "Green Award" recognizing excellence in eco-friendly design.

*Footwear Plus* magazine has announced the nominees for its 9th annual Plus Awards, which recognize design excellence in 20 distinguished footwear categories. This year marks the first-ever inclusion of the Green Award, co-sponsored by ISA Tan-Tec, makers of the new low environmental impact-produced LITE Leather.

The decision to introduce the Green Award follows tremendous advancement in eco-friendly footwear offerings and a growing commitment by manufacturers, component suppliers and retailers to offer such styles to consumers. The five Green Award nominees are Simple, Keen, Timberland, Nike and Hush Puppies.

"Consumer interest and desire for such products is increasing dramatically," said Greg Dutter, Editorial Director of *Footwear Plus*. "The time for the Green Award has most definitely come and the industry has responded extremely well in 2007 with terrific eco-friendly designs and innovative manufacturing processes as well as cause-related marketing campaigns."

"Footwear companies are leading the charge in efforts to address consumer demand for eco-ethics, sustainability and social responsibility, which give rise to this exciting Plus Award," said Caroline Diaco, Publisher of *Footwear Plus*. "The Green Award is a natural extension of *Footwear Plus*' 2007 launch of Going Greener, the first magazine dedicated to coverage of the footwear industry's sustainability practices and eco-friendly fashions."

The Plus Awards are the industry's only design excellence awards as determined by the votes of thousands of footwear retailers nationwide. Award categories span the breadth of the footwear market, including athletic, comfort, dress, outdoor, children's, work and streetwear. Other new award categories this year include "Wellness" and "Nautical." In addition, the coveted "Brand of the Year" (this year's nominees are Crocs, Converse, Clarks and Ugg) and "Company of the Year" (nominees are Wolverine World Wide, Skechers, Deckers Outdoor, Nike and Crocs) will once again be in the mix.

The 2007 Plus Awards ballot appears inside the December issue of *Footwear Plus*. Retailers can also vote online at [www.footwearplusmagazine.com](http://www.footwearplusmagazine.com). The 2007 Plus Award winners will be announced February 1st.

Entering its 18th year, *Footwear Plus* is the leading business-to-business fashion magazine covering the footwear industry.

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## Plus Awards

Excellence in design for 2007

### Men's Performance Athletic

- Nike
- Adidas
- Asics
- Mizuno

### Women's Performance Athletic

- Brooks
- Puma
- Saucony
- New Balance

### Action Sport/Lifestyle

- Vans
- Marc Ecko
- Etnies
- Converse

### Men's Comfort

- Ecco
- Mephisto
- Clarks
- Merrell

### Women's Comfort

- Earth
- Dansko
- Soft
- Munro

### Luxury Comfort

- Bolo
- Anyi Lu
- Think!
- Thierry Rabotin

### Boots

- La Canadienne
- Frye
- Ugg
- Franco Sarto

### Men's Dress

- Cole Haan
- Ecco
- Allen-Edmonds
- Bruno Magli

### Women's Dress

- Coach
- Via Spiga
- Nine West
- BCBG

### Work

- Wolverine
- Rocky
- Red Wing
- Timberland

### Children's

- Primigi
- Geox
- Capelli
- Crocs

### Outdoor

- Merrell
- Teva
- Chaco
- Keen

### The Green Award Presented by LITE Leather

- Simple
- Keen
- Timberland
- Nike
- Hush Puppies

### Women's Streetwear

- Guess
- Jessica Simpson
- Me Too
- Jeffrey Campbell

### Men's Streetwear

- Mark Nason
- Camper
- Dr. Martens
- Donald Pliner

### Wellness

- MBT
- Earth
- SpringBoost
- FitFlop

### Nautical

- Sebago
- Sperry
- Nautica
- Helly Hansen

### Item of the Year

- Sanuk
- Havaianas
- Skins
- Chooka

### Brand of the Year

- Crocs
- Converse
- Clarks
- Ugg

### Company of the Year

- Wolverine World Wide
- Skechers
- Deckers Outdoor
- Nike
- Crocs

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votes to (646) 278-1553


or vote online at:

[www.footwearplusmagazine.com](http://www.footwearplusmagazine.com)



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