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# FOOTWEAR PLUS

## ***Footwear Plus Unveils Second Going Greener Edition***



The footwear industry's only magazine solely dedicated to sustainable practices and product garners rave reviews.

*Footwear Plus* has published its 2nd annual *Going Greener* issue and to help get the word out to the masses, advertisers were represented at last weekend's New York EarthFair at Grand Central Station. Thousands of people stopped by the *Going Greener* booth, which showcased a sampling of these companies' latest eco-friendly styles, to learn more about what these forward-thinking vendors are doing in their efforts to lessen their impact on the environment.

"Our booth was mobbed both days," says *Footwear Plus* publisher Caroline Diaco. "Consumers from all walks of life stopped by to check out the cool shoes on display, and once they learned more about the eco-friendly features and benefits they eagerly picked up the brands' contact information. I'm sure our advertisers will experience a spike in hits to their Web sites."

"The interest and excitement consumers expressed at our booth proves without a doubt that eco-friendly footwear is not just a passing fad," says Greg Dutter,

editorial director of *Footwear Plus*. "Our commitment to covering this exciting fashion story will only expand going forward. We can't wait to report on the latest advancements and efforts in this fast-growing category."

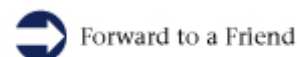
Showcasing the latest eco-friendly shoe styles and profiling how the industry is embracing the green movement-via manufacturing initiatives, sourcing techniques, materials and shipping, not to mention store design, fixtures and merchandising-*Going Greener* (printed on recycled paper, of course) is a comprehensive tool that makes sustainable products and practices accessible to footwear retailers nationwide.

*Footwear Plus'* commitment to eco-awareness continues on a year-round basis as well. A *Going Greener* section devoted to the industry's progress in sustainable practices and design is featured in every issue. In addition, *Footwear Plus'* 9th annual Plus Awards, which were awarded earlier this year and recognize design excellence in more than 20 distinguished categories as determined by the votes of thousands of footwear retailers, included the first-ever Green award. Co-sponsored by LITE Leather, the Green award went to Simple, a division of Deckers Outdoor and a maverick in its efforts to reduce its environmental impact on the planet.

For more than 18 years, *Footwear Plus*, a division of Symphony Publishing, has been the leading business-to-business fashion magazine covering the footwear industry.



*Laundry never looked so good: Going Greener model, Gina Cohen, strikes an eco-friendly pose in J Shoes boots, part of the Owings Mills, MD-based company's Lost & Found collection that features recycled t-shirts from Cambodia as the upper material.*



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