

# Addendum A

# LOOK WHO'S SHOPPING AT NINE WEST!

# NINE WEST BUZZ



Nikki Blonsky



HAIRSPRAY STARS CRAZY FOR NINE WEST SHOES

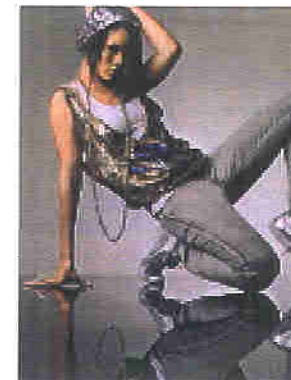
CHECK OUT THE STARS OF HAIRSPRAY WEARING NINE WEST HEELS AT THE MOVIE PREMIERE!



From left:  
Jennifer Hudson  
Halle Berry and her Mom

Academy Award winner Jennifer Hudson stopped by the Rockefeller Center store on Sunday, May 13th and purchased 4 pairs of shoes including two pairs of Studio 9 DAMARIO, JALIAH, and STEPH.

Academy Award winner Halle Berry shopped the Beverly Hills store and bought 5 pairs of shoes including JUMPON, DUNLEY, MYLIGHT, AMBOY, and BRYANNE.



HOT RECORDING ARTIST RIHANNA LOVES NINE WEST SHOES!

Currently promoting her upcoming new album, Rihanna chooses Nine West shoes to wear on MTV's TRL and various fashion shoots! Styles she wore include the NEEWS and TRENTON.

Nine West styles are all over the magazines  
and *style.com* this fall!  
Check out ninewest.com in the “scene & seen” section.

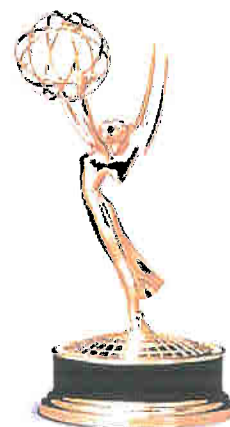
Highlights current brand editorial coverage:



Nine West Denim ads appear on style.com:  
note the various side and top banner ads



Nine West gave these 40 celebrities the Vasca pump in black/gray and the Satin Girl clutch in black/silver as part of the Entertainment Weekly 2007 Emmy Pre-Party Celebrity Gift Basket:



**America Ferrera** – Ugly Betty – Emmy Winner

**Bobby Flay** - Celebrity Chef

**Bonnie Somerville** - Cashmere Mafia

**David Boreanaz** - Bones

**Debra Messing** - The Starter Wife - Emmy Nominee

**Eric Dane** - Grey's Anatomy

**Eric Mabius** - Ugly Betty

**Eva Longoria** - Desperate Housewives

**Heidi Klum** - Project Runway

**Jaime Pressly** – My Name is Earl – Emmy Winner

**Jane Krakowski** - 30 Rock

**Jennifer Coolidge** - Legally Blonde, American Pie

**Jennifer Esposito** - Rescue Me

**Jeremy Piven** - Entourage – Emmy Winner

**John Stamos** - ER

**Justin Chambers** - Grey's Anatomy

**Kate Walsh** - Private Practice

**Kathy Griffin** – My Life on the D-List – Emmy Winner

**Kyle MacLachlan** - Desperate Housewives

**Lisa Edelstein** - House

**Masi Oka** – Heroes- Emmy Nominee

**Michael Vartan** - Big Shots

**Neil Patrick Harris** - How I Met Your Mother- Emmy Nominee

**Nick Cannon** - Wild 'N Out - MTV

**Patricia Arquette** - Medium – Emmy Nominee

**Rainn Wilson** - The Office – Emmy Nominee

**Rebecca Gayheart** - Ugly Betty

**Rumer Willis** - I Know What Boys Like, Hostage

**Sally Pressman** - Army Wives

**Sarah Chalke** - Scrubs

**Seal** - Singer

**Selita Ebanks** - Victoria Secret Model

**Serena Williams** - Tennis Player

**Stephanie March** - Actress

**Susie Castillo** - MTV VJ/ Actress

**T. R. Knight** - Grey's Anatomy - Emmy Nominee

**Tim Daly** - Private Practice

**Tony Parker**- Basketball Player for The San Antonio Spurs

**Wentworth Miller** - Prison Break

**William Shatner**- Boston Legal – Emmy Nominee



# Nine West on [dailycandy.com](http://dailycandy.com)

For all of you [dailycandy.com](http://dailycandy.com) fans, you'll be excited to know that Nine West advertised on a Daily Candy dedicated email that deployed on Friday October 5, 2007 and hit New York, Chicago and Miami! For those who don't know, Daily Candy is a free daily e-mail with the "scoop" from the front lines of fashion, food, and fun in most major cities.

**DAILY CANDY** NEW YORK

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**DEDICATED E-MAIL**  
October 5, 2007  
**Go West**  
You scoured the blogs during fashion week, wishing you could dress in head-to-toe couture. Unfortunately, your bank account can't support your runway habit. (Cue tears.)

Chin up, Buttercup. You can still dress to the nines. *Nine West*, that is.

The fashion insiders have given up their secret: *Nine West* is the destination for the latest runway styles. The fashionista bloggers have been touting *Nine West* as the shoe lover's closet, and creative director Fred Allard has been getting tons of exposure.

Want to see what all the buzz is about? Head to *Nine West* and check out the couture-worthy collection. Highlights include suede slingbacks, leather demiboots, and metallic baller flats. Now is the best time to hit the store — while the most in-demand styles are still available.

Prefer to shop from the comfort of your couch? **DailyCandy** readers get **free standard shipping** with any online purchase when they **subscribe to *Nine West* e-mails**. It's the perfect time to nab the newest styles.

You'll be on cloud nine.

To see styles, go to [ninewest.com](http://ninewest.com). To get free shipping through October 31, click [here](#) to subscribe to *Nine West*'s e-mails.

**Sign Up!**  
Sign up for your free daily e-mail about the latest in fashion, food, & fun.

The Nine West products featured on the email were: the Vasca shoe and matching bag (product shot), Naso (national ad image) and Remlap (national ad image).

There was also a free shipping offer (until 10-31) for customers who clicked directly through to the specified link found on the bottom of the dedicated email.

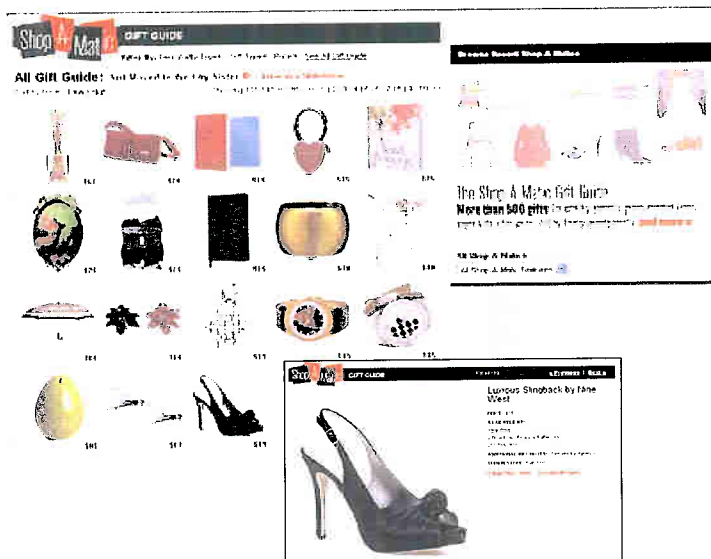
Go Nine West!

# NINE WEST BUZZ



THE ABIGAIL LORICK FASHION SHOW FEATURED NINE WEST SHOES!

The designer, **Abigail Lorick**, whose clothes are featured on CW's hit show "Gossip Girl" outfitted models in Nine West shoes for her recent fashion show. Visit <http://www.loricknewyork.com/about.html> and <http://www.loricknewyork.com/press.html> to see what all the buzz is about!



NINE WEST IN NEW YORK MAGAZINE GIFT GUIDE!

**New York Magazine Holiday Gift Guide** features Nine West! The Shop-A-Matic Gift Guide showcases the platform slingback sandal LUXIOUS in black.

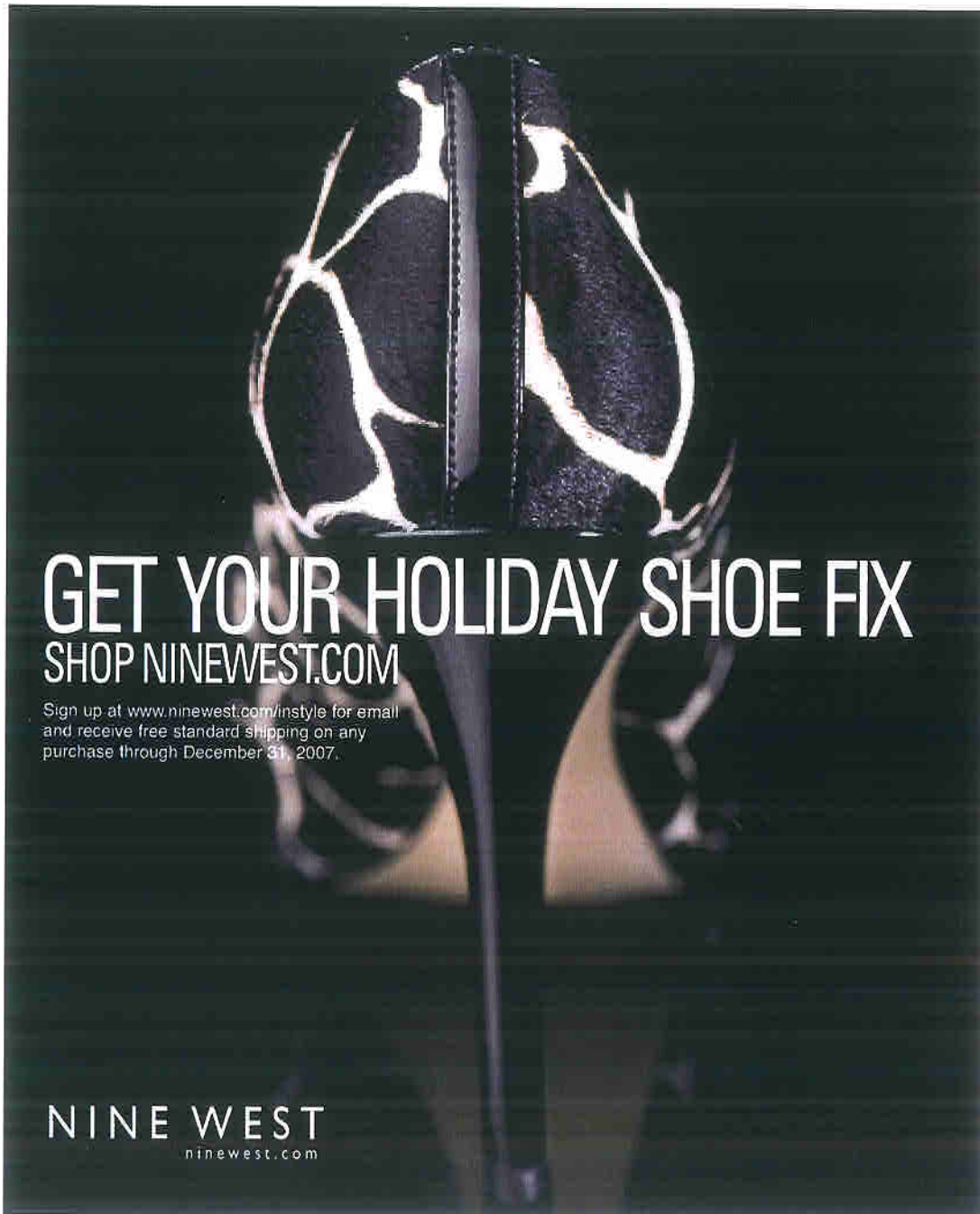


VANESSA MINNILLO LOVES NINE WEST!

**Look out Nick Lachey!** Vanessa Minnillo shopped at the Nine West store at Rockefeller Center, New York on November 28 and purchased a pair of Boutique 9 shoes, the ROWENA. She also donated \$5 to the St. Jude initiative.

**Check out the Nine West "Liatris" featured in the  
December 2007 issue of InStyle**

The magazine hits early subscribers during the week of November 5th  
and newsstands on November 16th.



**GET YOUR HOLIDAY SHOE FIX**  
SHOP [NINEWEST.COM](http://NINEWEST.COM)

Sign up at [www.ninewest.com/instyle](http://www.ninewest.com/instyle) for email  
and receive free standard shipping on any  
purchase through December 31, 2007.

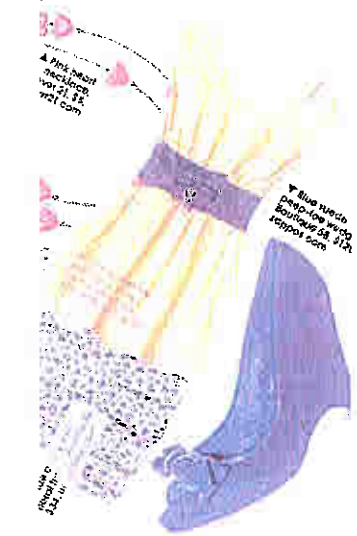
**NINE WEST**  
[ninewest.com](http://ninewest.com)

Customers may come in and reference this ad from the December  
InStyle Magazine which features the "Liatris" in giraffe. Nine West  
stores will receive this style in late October.



# BOUTIQUE 9

EDITORIAL  
Spring 2007



Cosmo Girl March '07 "Opinion"



Essence March '07 "Roxana"



InStyle March '07 "Nola"



Teen Vogue March '07 "Haven"

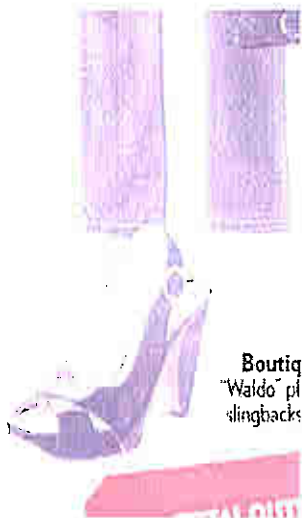


American Eagle  
Outfitters, \$29.50  
"Arist" jeans in vintage  
salt wash; ae.com



Boutique 58, \$145  
"Skye" peep-toe  
leopard-print pumps;  
ninetime.com

People Style Watch March '07 "Skye"



Boutiq  
"Waldo" pl  
slingbacks

People Style Watch April '07 "Waldo"



Marie Claire July '07 "Gossip"

Plus be on the look out for these upcoming credits of Boutique 9...  
Fall 2007 Issue of Cosmo Style Featuring the GOSSIP and GLADLY.



## “Shoe Shopping Good for the Heart”

Article featured on [www.wgsn.com](http://www.wgsn.com)

Shopping for shoes is as good for a woman’s heart as a vigorous workout, according to research by shoe retailer Brantano.

Finding the perfect pair of shoes can almost double a woman’s heart rate to 120 beats a minute, although shopping for other items of clothing such as a skirt or top barely lifts the number of beats.

When a shopper falls in love with a pair of shoes, the heart rates of those around her, including strangers, also rises, a phenomenon that Dr. Linda Papadopoulus, a psychologist from London Metropolitan University, said could explain why women enjoy shopping together.

Researchers monitored the heart rates of 35 women as they shopped for shoes in Basingstoke, Hampshire, Nottingham and Leicester (U.K.).

©WGSN 2007



# heading west

Nine West's new creative director charts a course for the brand. By Sophia Chabbot

A NEW GEOMETRIC LOGO AND A CUTTING-EDGE AD campaign featuring model Natasha Poly are just a couple of things Fred Allard has been working on at Nine West since he became the firm's first creative director in October — and they're just the tip of the iceberg. A 12-year veteran of the company, the French-born Allard is responsible for Nine West's accessories and footwear divisions and has experience at European companies such as Stephane Kélian and Casteñer. With fall as his first official collection, Allard wants to bring the brand alive with modern product including killer heels, fun jewelry and myriad "It" bags. Here, Allard chats with WWD about his plans for the company and his inspirations.

**Congratulations on your new post. Where does Nine West stand now and where do you want to go with it?**

I think we have tremendous brand recognition among our consumers. We just need to give her a better idea of what we stand for every season, fashion-wise, as a brand. We need to give her the best concentration of what is going on in fashion by being more focused, speeding up the product development process and creating synergy within the various accessories categories.

**Who is your target consumer?**

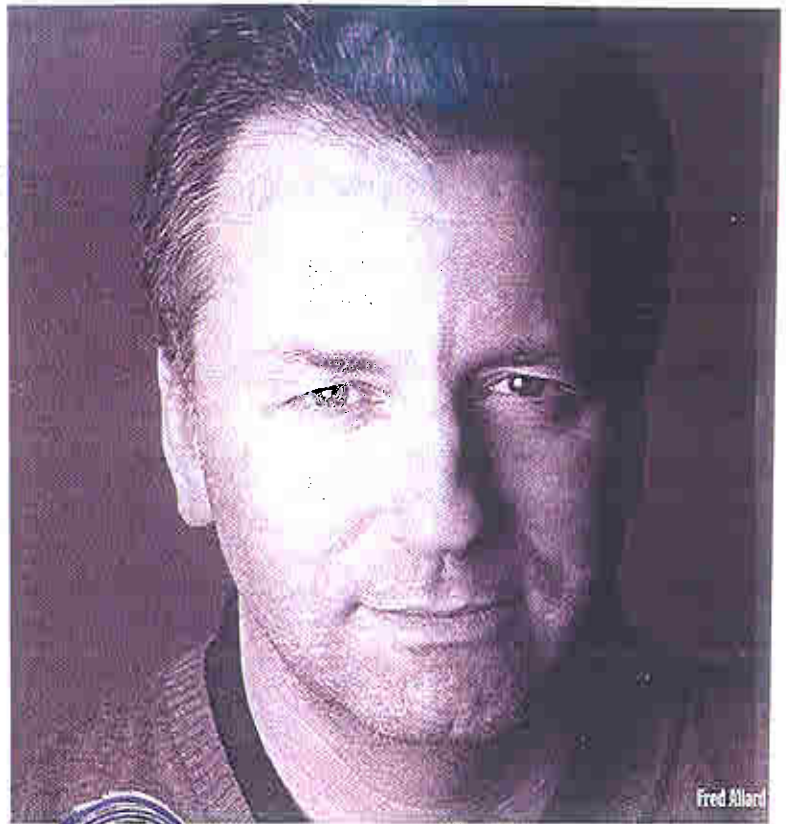
We have a very wide range of customers. She wants to come into our store because it's exciting. She's young and wants a lot of fashion from us.

**What inspires you?**

Going to exhibitions, shopping flea markets and shopping the market and looking at what's going on — I'm not going to lie to you. For fall we feel very strongly about black and white and about strong accents of color.



Nine West fall bags and shoe.



Fred Allard

**Who did you bring onto the team and why?**

The idea was to have a creative link in between all the different design teams of the brand, and also take a look at the marketing and retail environments of the brand. We've also just added Tobi Snyder, senior vice president of merchandising for Nine West handbags; Joey

Wolffer, a new addition to the jewelry design team; Gianata Pagni, head designer for shoes, and Ray Serena, a new addition to the shoe team.

**The collections for spring already look refreshed. What are some design elements that you are employing for fall accessories?**

Thank you. We did that collection in a month and a half, which was a real challenge, but the design teams did such a great job. Going into fall, we are creating stories that wholesale and retail stores can have fun with, including a shadow and color story, which features contrasting elements like blacks and brights as well as matte

and shine. By utilizing our retail stores, and synchronizing our product stories, national ad campaigns, store visuals, as well as p.r. and marketing strategies, we will soon be able to send a clear message to our consumer of the trends and items she needs from head to toe.

**The market seems to be at polar opposites right now for handbags — very inexpensive to the ultraluxe. What do you think of the accessories business and how it has changed over the years?**

I think that with luxury goods now being both inspirational

Continued on page 47



See reverse →

# heading west

*Continued from page 14*

and aspirational for consumers, it gives us a great range and more room to pull key trends from and bring them to our consumer at a median price point.

**How are you planning to keep up with the fast-moving trends?**

Today, speed is the key to success in our marketplace. Corporate sourcing will continue to be challenged to get exciting product into the stores in a timely manner.

**Are you changing the look of the stores?**

We are actually in the planning stages and are working with retail and marketing on a new concept for the store, which will be modern and vibrant with the new white-and-black branding. With the new look becoming an extension of the Nine West language, it will be a fresh environment to showcase product and trends.

**You worked under the tutelage of footwear magnate Vince Camuto. What words of advice did he pass on to you?**

I learned so much from Vince. The one thing I always keep in mind is that you constantly need to challenge yourself and reinvent the items that may be good now in order to create something new for tomorrow.

Nine West shoes for fall.



WWD Accessories  
Feb. 2007

②



# Nine Lives

With an enthusiastic nature and modern sensibility, Nine West Creative Director Fred Allard aims to keep women au courant.  
 << By Tatianna Beedar

**10:24 AM:** I arrive at 1411 Broadway, where I meet Fred Allard, creative director of Nine West Footwear and Accessories. Flanked by his team of accessories designers, Allard is selecting fabric for the upcoming collection. He is interested in some yellow and green canvas, and gets particularly excited over some embossed and printed cork swatches.

**10:43 AM:** Allard gives me a tour of the newly remodeled design floors. He shows me the inspiration closet, filled to the brim with assorted shoes and accessories that he and his staff have collected from around Allard emerges with a vintage pair of YSL espadrilles.  
 "They are from 1972," Allard notes in his dulcet French accent. He adds that these espadrilles are particularly significant because when YSL first ordered the high-heeled version from Castañer, not only was it a design revolution for the espadrille, but it was an instant sensation.

Next the trend room—Nine West's chapel, as it were—for idea development. It is an oasis of art books and magazines where, at the moment, Allard is experimenting with a new method of presenting design themes so his staff can refine trend concepts. Oversized posters have been made of models Photoshopped into lifestyle scenes and accompanied by titles like Cleaner Air, Deco Dance and Fast Track. Although each theme is exponentially different, the graphic and vibrant fabric choices create a unified look.

**11:19 AM:** We drive over to the Metropolitan Museum of Art to view the recently unveiled Poiret exhibit. So far, I am struck by two facts about Allard: one, that he is incredibly smart, and two, his enthusiasm about his work is contagious.

I inquire about how he got into footwear design, and soon learn that Allard comes from an incredible pedigree.  
 "My father, René Allard, was the chief designer of Charles Jourdan from 1961 to 1984, and he was designing for Dior, because Jourdan had the Dior license then," he said. And even before that, from 1959 to 1961, Allard says, his father worked in the design studio of Roger Vivier and Christian Dior in Paris.

Growing up in Vercors, located in the south of France, Fred Allard had envisioned designing clothing, not accessories and attended fashion school in Paris.

After two years, he changed his mind.  
 "I wanted to learn accessories, so my father sent me to a factory in Brittany. And that was really tough, but I cannot tell you how much I thank him now."

Allard spent a year in the factory learning how to make shoes from beginning to end. During that year, the factory went out of business and Allard packed his bags and ran away.

With all the boldness of youth, he showed up at Stephane Kélian studios and said he wanted to be a designer. He was hired the next day, and by the age of 20, he was the lead designer. He remained with the company for the next 10 years, designing collections for Kélian and licensed brands including Jean Paul Gaultier, Claude Montana and Celine.

"I got an offer from Calvin Klein," he said. "I didn't know it, but at the time Calvin Klein was talking with Nine West about licensing." Nine West co-founder Vince Camuto refused to sign the agreement with Klein unless there was an established shoe designer at the helm. After meeting with Klein, Allard flew back to France to consider the offer.

The day after his return, Allard received a phone call from Camuto saying that he wanted him to come back to New York.  
 "He was calling me directly," Allard recalls. "I don't know where he got my number."

After some persuading Allard returned to New York and the rest, as they say, is history. That is, until Rhonda Brown entered the picture. Allard, less than enthused about the appointment, left Nine West at the end of 2004 to join Castañer. But when Rhonda Brown exited Nine

West in April 2006, Allard returned in October.

**11:40 AM:** We arrive at the Metropolitan Museum and I am feeling terribly unaccomplished. The feeling only intensifies as we enter the Poiret exhibit. The modernity, sophistication and construction of these breathtaking styles reach a level that can only be defined as timeless. As we look, I get the feeling that for Allard, something is happening—something that will seep in and take hold at a later time.

**1:00 PM:** Following the museum, we head over to Bespoke Gallery in Chelsea to view another exhibit. Earlier in the day, Allard mentioned that he has purchased some pieces to hang in his office.

The artist Franck Salzwedel, as well as Bespoke Gallery owner Rhiannon Kubicka, are on hand and take us through his exhibit, titled "Rising Color." Salzwedel's color-saturated canvases have a meditative, if not mesmerizing, effect.

"The work speaks on its own. It is almost like a colored being," Salzwedel explains. "You enter the room and it speaks to you or it doesn't speak to you, and in the case when it doesn't speak to me, I like to share it with friends. I like to hear Fred's advice because he is very good with colors."

**1:35 PM:** Lunch at The Odeon restaurant in Tribeca. Allard expounds on his directional philosophy at Nine West.

"We are shifting everything to be more creative," Allard says. "At the same time, we are rebuilding something and we need to do it stage by stage. Today, we are at the stage of reestablishing confidence." Ultimately, Allard hopes, his efforts will result in Nine West being recognized globally as a major accessories brand.

That philosophy seems to be working out. Reaction to the latest collection was phenomenal, and internationally the numbers are soaring. Handbags are being sold to clients who previously had no interest, and Allard estimates that jewelry and shoe bookings are up by 20 percent to 30 percent.

**1:50 PM:** Inspiration shopping in Nolita and Allard purchases a few pieces from the boutique Zero Maria Cornejo, noting the strikingly resemblance to Poiret's designs.

It is fellow designer Jean-Michel Cazabat's birthday today and Allard needs to pick up a present for him at Le Labo, a custom parfumerie in Nolita. After, we visit Resurrection, the designer vintage mecca, on Mott Street. Among the assorted vintage gems are stacks of Charles Jourdan shoes created by Allard's father. I spot a pair of multicolored sequined shoes. His look of horror says it all.

"Very Bollywood," he says.

"Your father's," I say.

"Are you kidding me?" Allard asks as I show him the Charles Jourdan label.

"Oh, Dad!"





# STYLE HOUSE: TREND TRACKER → SPRING 2007 NINE WEST



NUDE LIPS...

...OR CANDY-COLOR LIPS...

PAIR WITH BARELY THERE BLUSH...

...AND LOTS OF MASCARA.

VIOLET IS FUN FOR NIGHT.

IT LOOKS GOOD ON DARK SKIN...

...AND FAIR SKIN.

→ **USE A LIPSTICK BRUSH**  
It precisely defines your lip shape, so you can skip liner entirely.

← Show off those lips in Spring style!



Prefer one sugar to two? Try floral-accented accessories rather than full-wardrobe overkill. Opt for petite flower appliques on sexy heels or perhaps a cutaway graphic clutch.



SHORT CUTS

"This is the season of the mini-mini—basically, hems that aren't much longer than a tee shirt. To go casual, pair them with wedges or flats. For a fun night out, wear heels."

the mini-mini!

hair tips ↓



**AN EASY TWIST**  
Spritz texture spray all over your hair (it'll help it hold the style). Then pull hair back into a low ponytail and secure with an elastic. Grab the tail at the tip and twist tightly, coil it around the elastic and bobby-pin in place.



WHAT'S UP WITH SHORTS?

Yes, they're very tiny now. Do understand that to make this look work, yours should be in a crisp fabric (think work pants) and paired with a tailored (not bare) top, like a white shirt or a fitted jacket. Chic!

**style tip!**  
Dark denim looks dressier than washed-out riffs. Pair with black or brown pumps or go bright. Think yellow, pink or red!

Suggest these NW styles with dark denim: Lucero, Alexis or Obern in tux



**BLACK PATENT:**  
The perfect shiny shoe to wear with your skinny jeans. Legs look giraffe-length when jeans graze the soles of your shoes... buy extra-long.

Suggest these Nine West Styles: Alva, Amari, Lecia and Naive.

← Skinny jeans with patent!



DON'T GO COSTUME-Y

There's definitely a futuristic trend. But you Don't have to walk around in a fiberglass dress! It's about being sleek, so Do try a silver top, clear bangles or Lucite-heeled shoes.

With a white dress, suggest these Nine West styles: Lellman, Lakeland, Jumpon and Steph.



ALL HAIL THE LWD

Do learn the phrase: Little White Dress. It does the same as your LBD! This year there are so many fabulous ones; look for something textured, embroidered or with eye-lets. Do try it with metallic accessories for night or black patent for day.

When it comes to shoes...

Do keep these pointers in mind: If you're going to wear one of the new swingy dresses, avoid anything that could resemble little-girl shoes. Don't go near Mary Janes or round toes. Try a sexy, bare heel instead; it's grown-up. But with shorts, Don't go sexy and bare—you'll look cheesy. Do opt for something more substantial, like a platform.



What to wear with dresses?



THINKING OF A SWINGY DRESS?

A few things about wearing them: They Do provide a rare moment where you can look feminine and stylish and be comfy (like Lindsay Lohan here). For women who're a bit bigger on bottom than top, they're great. But if you're busty, they're pretty much a Don't: People may end up asking when you're due!

## I LOVE LUCITE

The fantastic plastic known as Lucite is the material we're most mad for. What else can make retro shoes look space-age?

Nine West Styles in the Clear/Lucite Trend:

- Tobago
- Gardiner
- Nadell
- Lellman

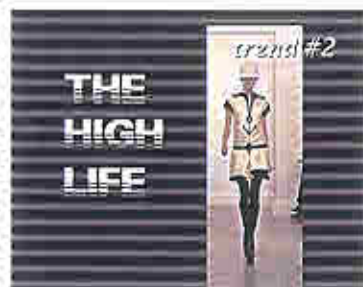


# Fall 2006 Top 10 Footwear Trends



## Trend 1: PUMP UP THE VOLUME

- Pair skinny jeans and pointy toe pumps with spunk.
- Pointy pumps/peep toe pumps: a great transition shoe between seasons.
- Pumps can be worn with a sexy attitude or pared down for business attire.
- Use peep toe pumps with A-line dresses and flirty skirts.
- Pair skinny, pointy stilettos with: dress, leggings, or tapered-at-the ankle pants.



## Trend 2: THE HIGH LIFE

- Super-high wedge: the freshest platform silhouette for fall.
- Cone heels: top trend spot making bold statements to any outfit.
- For playful look, pair knee-baring dresses & shirts with thick platforms.
- Try platform wedges with a baby doll dress over a pair of jeans or leg warmers.



## Trend 3: YOUR PATENT STYLE

- Reappearance of patent shoes and handbags.
- Opt for sexy dresses, sleek heels and elbow-length gloves all with flattering patent (glossy) pieces.
- Patent comes in classic black and bright/pastel tones, and even eye-catching white!



## Trend 4: BALLERINA GIRLS

- Blouses with ruffles go perfectly with a ballet flat.
- Instant chic, flats make a luxe statement.
- Pick a rich textured pair and work them in with tweedy trousers.
- Try pairing super-skinny pants with ballet flats: says stylish but not sloppy.
- Ballet flats lend a classic Audrey Hepburn touch to any outfit.



## Trend 5: PAINT THE TOWN RED & GRAY

- Elegant pieces in red and gray: fall's best colors.
- Red and gray in lacquered materials are fun and exuberant.
- Add a pop of red to a grey/black turtleneck. Add a black belt to a red mini dress. Add grey patent shoes to an all black suit.
- Jolt a monochromatic look of red or gray with a pop of the opposite color.



## Trend 6: THE SEASON'S SPARKLERS

- Shiny gold and silver took an even glitzier turn for fall 2006.
- Slick metallic bags were embossed with patterns.
- Try double glam: pair sparkly gold hose with solid gold platforms, of course!
- Designers took their cues from David Bowie in his glam-rock stage, amping up fall separates with glitzy sequins and gold details.
- Skip extra accessories: these decadent colors are dazzling enough to stand on their own.



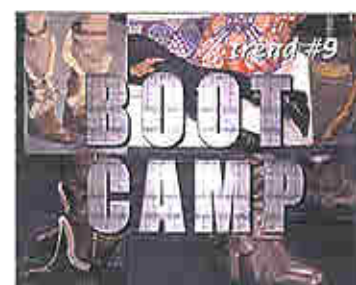
## Trend 7: GET IN ANIMAL PRINTS

- Printed pony flats and a pony bag are must-have items.
- Plush, minx and leopard print are all over dresses, trenches, bags and shoes this fall.
- Try wearing all black as a great backdrop for sporting animal print footwear.
- Stick with sophisticated fabrics, like silk and chiffon, to tame a wild animal print.



## Trend 8: SHAKE THOSE BOOTIES!

- Booties (the shoe boot) are the breakout shape of the season. Sassy!
- Comes in a variety of skins, decorated with buckles, laces or straps.
- Wear booties with a breezy dress: show a sexy sliver of skin below your leggings.
- To-the-ankle cut allows you to wear narrow jeans and avoid the fit problems you run into with high boots.



## Trend 9: BOOT CAMP

- Pair boots with mini-skirts, coats and capes, and leggings.
- Try flat boots, thick-heeled with round or square toes, over the knee or jazzed up with ornate gold hardware.
- Wear a pair of leggings in the winter with boots and a mini skirt over top, or under trousers.
- Go for the supple leather, skins, sheepskin, metallic hides and fur.
- Try a classic boot or bag in shiny black croc for that extra indulgent style.



## Trend 10: BACK TO SCHOOL WITH MARY JANES!

- High-heeled mary janes are in and bring you back to your school memories.
- It's all in the details with straps and fancy ankle treatments.
- Mary janes have blossomed with soft textures, noticeable stitching and "stare-at-me" heels.
- Mary janes are named for the round-toe instep worn by Mary Jane.



**Q** What's the difference between leggings and footless tights?

**A** The former qualify as pants unto themselves; the latter go underneath a floaty dress or miniskirt. "Leggings are thicker and therefore provide more opacity," says Nanette Lepore. Fashion-savvy celebrities like Charlize Theron have been modeling leggings at red-carpet events as a new take on modern glamour.

**Q** Should I match my leg wear and shoes?

**A** Going for a matchup is an easier option than trying for contrast—and provides a sleeker look. "It elongates your legs and silhouette," says designer Nanette Lepore. Sienna Miller wears black tights and ankle boots with a white dress. "I'm a fan of black tights with black pumps," says stylist Rachel Zoe, who works with Lindsay Lohan.

**Q** Flats or heels? What shoes do I wear with these tights?

**A** Anything, from ballet flats to platforms, kitten heels to stilettoes. "Ballet shoes are a classic Audrey Hepburn look that complements leggings perfectly," says Wolford's Arden Hess. "I love a soft silk dress paired with footless tights and flats." Or, try heels. "A pretty heel can add an elegant touch to fall's architectural shapes,"

Catrinel Popa. Sure, you could tuck leg wear into boots, but then you'd miss out on displaying your ankles.



**BLACK IS BACK**  
Sienna Miller wears dark tights and boots with a flirty frock.



**LEGGY LADY**  
Charlize Theron pairs leggings with sexy heels.



**Elle Macpherson:** "She mixes up glam and throw-away chic."

**WHAT TO BUY**

- For the fashion-forward, booties are a striking new style; for the classicists, T-straps make a comeback.
- Platforms, both covered and classic, are ideal for full silhouettes.
- Flat heels, whether skimmers or equestrian boots, are a comfortable yet still chic option.

**WHAT TO BUY**

- Capes are a fun way to mix it up—they're roomy enough to handle lots of layering underneath.
- For a more structured style, a shiny-buttoned, belted military coat is a key piece right now.
- Sweet, swingy cropped jackets sit nicely atop skinny pants and leggings.

**WHAT TO BUY**

- Full-bodied, trapeze, and bubble-skirt styles are all very forgiving and deserve ample closet space.
- A special shift, with defining details like a rolled-neck line, is a day-to-night no-brainer.
- Ultrafeminine and youthful, Empire-waist and babydoll dresses can be a fun alternative to more conservative cuts.

**WHAT TO BUY**

- Big proportions are a strong point. Look for puff sleeves, bows, and full shapes.
- Go for a masculine vibe with tuxedo tops and men's shirting.
- Don't shy away from color. A rich red or deep yellow can add sophisticated spirit to your look.

**IN: OVERSIZE BAGS**

Finally, you can carry your life around with you in your bag.  
**OUT:** Clutches for day just aren't practical. ■

**IN: OPERA-LENGTH GLOVES**

They're ideal for pairing with shorter sleeves.  
**OUT:** Fingerless motorcycle gloves are too hard-core.

**IN: BELL SHAPES**

Add some volume to your look with these flattering cuts.  
**OUT:** Dirndls feel very last season.

**IN: HIGH-NECK BLOUSES**

These pieces are perfect to wear with fall's plethora of outerwear options.  
**OUT:** Sweet Peter Pan collars don't fit in with fall's sober mood.

# STYLE HOUSE: TREND TRACKER

**NINE WEST**



Key looks from the '80s were reincarnated on the Fall '06 runways. From left: Diane von Furstenberg, Versace, and Proenza Schouler.



# STYLE HOUSE: TREND TRACKER



NINE WEST



Kate Moss

GIAMBATTISTA VALLI

## Gold Metallic

We know you'll agree that these bright young things are platinum-card ready. But rich gold shoes aren't only for late-night fun: Slip on an unembellished pair with ivory pants, a silk blouse, tweed blazer and gold chains for a polished day look.

## Ankle Booties

These boots were made for dancing—and work and play. Just like in the eighties, they're meant to be paired with leggings, skinny stovepipe trousers or jeans. Skirts are appropriate too if they're knee-length or shorter and you wear them with tights.

## Tall Boots

High-heeled wonders with both brains and beauty: When temperatures dip into the chilly zone, you can't beat knee-high boots for work suits and dresses. Treat yourself to some extra warmth with over-the-knee styles, with or without a platform.

## Platform Pumps

A traditional shape is taken to new heights. Add inches with these sturdy styles, which sport ankle straps, peep toes or slingbacks. Materials such as patent leather and wool tartan fit the bill for fall's chunky knits, plaids and tweeds.

## Classic Pumps

Pointy-toe pumps are a wardrobe staple. No matter what the season calls for, this versatile style will add polish to a suit or eighties chic to skinny pants. For a clean line, wear black opaque hosiery with animal-print, cream and metallic-leather versions.

- black leggings
- something plaid
- skinny jeans
- an oversized sweater
- large "doctor's" bag
- platform shoes or booties
- red ... red ... red
- military-inspired coat or cape
- a touch of faux fur
- city shorts



# STYLE HOUSE: TREND TRACKER

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NINE WEST

September 20, 2006

IT'S ALL ABOUT STYLE. YOUR STYLE. YOUR CUSTOMERS' STYLE.

IT'S ALL ABOUT BEING TREND-RIGHT, HAVING THE LATEST AND GREATEST FASHION AND BEING ON TOP OF KEY TRENDS FOR THE SEASON. IN THIS SPIRIT, WE HAVE LAUNCHED STYLEHOUSE: TRENDTRACKER: YOUR NINE WEST FASHION EDUCATION PROGRAM.

Earlier this season, we released a fall fashion DVD highlighting fall's must-have items. Going forward, you will be receiving fashion relevant tips, insights and visuals to post in your back room to keep you up-to-date on breaking trends, new ways to wear the looks and of course, what the celebs are wearing while strutting down the streets of Soho and L.A. (You need to know what Cameron Diaz wore on her way to Starbucks last Thursday, right?)

So, enjoy this first packet and you can look forward to receiving more incredible fashion tips throughout the season from Nine West's StyleHouse: Trend Tracker.



# STYLE HOUSE:

## TREND TRACKER: OCTOBER 2006

NINE WEST

Must-Know!  
Must-Haves!

### GOLD FRONT

Make a dramatic entrance in one of the latest de... coats. From mink-trim... dusters to sumptuous furs and sleek down jackets, cold weather attire has never looked so chic.

(trend watch)

## Jumpers... updated

Ashlee Simpson owns this Katy Rodriguez black silk jumper.

All grown up! Jumpers have graduated from school-uniform staple and can now be worn sexy-style. How? Pair yours with a puffed-sleeve blouse or turtleneck — or go "topless" to show off your toned arms. You can even work the super-modern angle by wearing your jumper over skinny pants.



## Pony Up, Girls!

Tinsletown beauties are lovin' this classic no-maintenance mane. Worn high or low it always looks effortlessly sexy.

**Hot Tip**  
For an evening-appropriate look, add extra height by teasing hair at the crown with a fine-toothed comb before fastening.

hair tips!



Jennifer Aniston's in the mood for a no-muss, no-fuss mane.



Paltrow and Johansson sport the look.



HILARY DUFF

### In the fitting room

Some of this season's super-high shoes can look a little...intense, especially compared to the flats we've been wearing all summer. But slipping on shoes of extreme proportions doesn't have to feel like torture. Try some on — chances are you'll find a pair that is perfectly comfortable for strolling. So take a little holiday from wobbly spike heels every now and again. You'll be on top of the world.

good advice!

## great white

Stay cozy this season wearing chunky knits in shades of polar white

Cool trend



The Skinniest Pants

Gotta get it



Seriously high heels: Do "As long as they are not too evening-looking—and your feet can handle the pain—go for it,"

Heels: a Do!



Unanimous Do!

A shirt dress: Do The experts agreed this look is "smart and professional." Says Weiss, "For a meeting, be safe and throw on a cardigan or a blazer."

**Add Texture**  
You can't go wrong with accessories made of faux lizard, leather, and woven fabrics. They work with masculine and feminine styles.

**Look for Sturdy Belts**  
Bow belts are way too delicate for this dramatic look. Try strong details like grommets and distressed leather

**Hue Hint**  
Red connotes sociability—that's why interior designers use it so often.



Look Smart and Professional

**How to Wear**  
■ "If shorts are appropriate for your office, try them with a vest and shirt for a menswear look," she says.  
■ "Add ribbed or opaque tights for warmth — and heels for a more formal office vibe," London tells Us.



# RED CARPET GLAMOUR: NINE WEST'S SPECIAL-EDITION COLLECTION EXCLUSIVELY AT ACCESS HOLLYWOOD'S "STUFF YOU MUST..." CELEBRITY LUXURY LOUNGE IN HONOR OF THE 2007 GOLDEN GLOBES®\*

When: Saturday, January 13th & Sunday, January 14th (10am-10pm)

Where: Grand Ballroom at the newly renovated Sofitel LA

All of Hollywood will be stopping by the luxury lounge to receive a sexy pair of Nine West "Red Carpet Glamour" shoes so they can strut their stuff on the red carpet! Each style also comes with a black satin special edition shoe bag. In addition to fab footwear each celebrity will also receive a "Red Carpet Survival Kit" filled with crèmes from Barielle and a nail polish from Shades to keep their feet looking perfect for the paparazzi.

Available for a limited time online at [www.ninewest.com](http://www.ninewest.com) following the event.

No affiliation with The Golden Globe® Awards or the HFPA.



Aleena

Blast

Jendavi

Tobago

Trenton

**ALEENA** – Make tracks in this stylish, satin peep-toe ankle-strapped pump. This eye-catching style comes in both silver and black satin, perfect for a Hollywood Glamazon!

**BLAST** – This sexy pump is a fashion must-have! A fabulous platform satin pump with a slender pointed-toe and tall stiletto heel. Available in black and silver satin.

**JENDAVI** – Put your best foot forward in this super sexy t-strap, ankle-wrap sandal. This exclusive satin style, which comes in both black and silver, is perfect for any red carpet event.

**TOBAGO** – This Lucite wedge is sure to get the paparazzi's attention! Available in black and silver satin as well as white patent, this is THE hot trend for Spring 07!

**TRENTON** – Invoke your inner sex kitten! This Black satin and elastic platform strappy stiletto sandal is both functional and stylish.

# NINE WEST CREATIVE DESIGN DIRECTOR, FRED ALLARD

**New design mission: Bring focus back to innovation and style while unifying the Nine West brand under one vision across classifications.**

## Nine West Ramps Up

**The company is adding talent, focusing on product and improving retail relationships.**

By KATIE ABEL

**NEW YORK** — Just seven months into the job, Andrew Cohen, CEO of Nine West's wholesale business, has moved quickly to reorganize the company's brand roster.

Cohen told *Footwear News* he has already made progress on several major initiatives, including adding new design talent, ramping up product development and bolstering retail relationships. His

not only for footwear, accessories and jewelry, but for all of our licensed categories as well," Cohen said.

Cohen said Allard's appointment also reflects his own commitment to bring more creative talent to the company. "If you go back to the March/April time period, part of the theme was that we had a dearth of talent," he said. "That's not to say we didn't have good talent [already here], but we need more. What we're try-

ing to do is test a small amount of shoes in a couple of doors. Once it blows out, [Nine West] is immediately able to respond with inventory. They're working closer to need and being more accurate."

Cohen said his team has held successful meetings with all of Nine West's major retail partners since he started the job in April. "I believe we have presented a different picture of how we will interact and support our retailers," Cohen said. "We understand the market expectations, the product expectations and what kind of flow is necessary. We're trying to explain that we get it."

While the flagship Nine West label has primarily been a focus, Cohen is also investing in the rest of the company's major lines. "We have now segmented product development people by brand," Cohen said. "Every brand now has a mother or a father, as opposed to months ago, when two lines might have shared a line builder."

The group's five major department store brands — Easy Spirit, Circa Joan & David, Erno Angolino, Sandalino and NK Anne Klein — are all performing "very well," Cohen said. And the Boutique 58 line, which the company has redefined as a



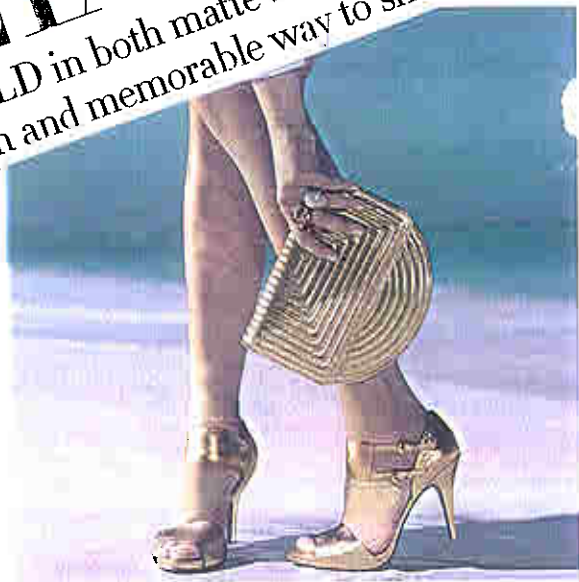
Left: Fred Allard has been named Creative Director of Nine West. Right: A spring '07 style.





# METALLICS

GLAM GOLD in both matte and glossy finishes is a modern and memorable way to shine. >



Kate Moss in perfect-length jeans

## urban safari

Look fierce in any city setting in tribal prints and exotic-skin sandals



## STYLE HOUSE: TREND TRACKER SPRING 2008 NINE WEST



### Go Long

Sweeping dresses are no longer reserved for evening affairs. This season, try a brightly hued or floral flared gown with a pair of flats for daywear.



What's the right length to hem your jeans if you wear mostly flats?

Depends on what type of jeans you wear. For skinny or straight legs, the chicest length is at the ankle or a tad below; you want to see the top of the foot and the entire shoe. (Especially sexy if your shoe shows a little toe cleavage!) For boot cuts or wide legs, you need to almost cover the shoe—I'm talking a centimeter above the floor—or they'll look like highwaters, which make you seem wide.



A Crayola-color accessory



### White Pants

Clean, crisp white stacks should be on everyone's must-have list, and they're available at every price point.

Don't be afraid to BE BOLD with your shoes, bags, and jewelry. It's okay to mix an apple-green purse with a shocking-pink pump. >



Wear with the Ringer, Vernazza, Marchez sandals to complete the look.

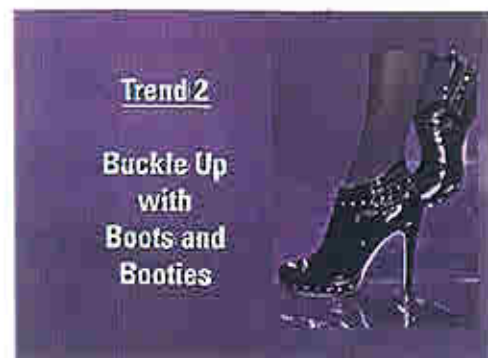


# Nine West FALL 2007 Fashion DVD Trends



## MALE ORDER SHOES!

- Men's wear inspiration was a key trend on the runways.
- Think man-tailored details, and boy-meets-girl flair.
- Make this trend all about glorifying the masculine style for the diva.



## BUCKLE UP WITH BOOTS & BOOTIES!

- Booties are more than a pump and less than a boot! They are the new standard for fall.
- Boots of all sizes continue to be the best match for dresses and skirts. Try them with tights and a mini.
- Try a flat boot that you can dress up or dress down for comfort and style.



## PLATFORMS AHEAD!

- Try slim pants or wide-bottom flared pants with platforms.
- Pair dresses with thick platforms and color happy tights for a more playful winter silhouette.
- Shoes assume a deco futurism with pointed platforms, and thick and heavy shaped.



## SPORT LUXE! GO ATHLETIC!

- Think sport-meets-skater-cool with the latest early 80's retro pieces. Make a quilted parka work, even for strolling city sidewalks.
- Look for backpacks and flat boots to serve up functional fashion and let your sporty nature shine through.
- This trend shows a slightly voluminous, sporty and classic winter look.



## PATENT & SHINE!

- Multi-faceted, patent moves from boots, retro bags, coats and everything in between.
- Glossy finishes in eye-popping hues add texture and character to any outfit.
- Look for all patent, and patent trimmings as finishing touches on shoes, boots and handbags.



## SATIN STANDOUTS!

- Look for the combination of rich satin jewel tones, and satin against sleek black.
- Add a sexy satin clutch for nights out on the town or as a day companion.
- Go for a satin platform with cap toe details for a whimsical yet retro touch.



## GLITZ AND GLAMOUR!

- Amp up fall separates with glitzy seventies-looking fabrics.
- Go for some street-chic touches on your shoes for a noticeable statement like mini-domes, pyramid studs that all say status not punk.
- Animate the surfaces of everything you wear with metallic applications.



## WILD THING!

- Try wearing a monochromatic outfit as a great backdrop for sporting animal prints. The prints will make your outfit POP.
- Plush animal prints are also over dresses, bags, coats and shoes.
- Skins make chic bags and pumps feel luxe again!



## BRIGHT SHOTS!

- Unadulterated color provides lively accents for accessories like gloves, hats and bags.
- Inject vitality with colors like: fuchsia, cobalt blue, green, purple and yellow!
- Infuse pops of color into your black wardrobe to stand out this season...every color of the rainbow was used to create shocking shades.



# Nine West SPRING 2007 Fashion DVD Trends



## GO MULTI-PLATINUM!

- Match your metallic shoes and bags with a solid black.
- The glitzier the metallic piece, the more relaxed its partner can be. White looks ideal with gold while gray is a natural for silver.
- Dress up with bold metal jewelry & give your outfit a kick.
- Silver accents transform any look into space-age chic, even a pair of basic jeans.



## PLASTIC FANTASTIC!

- Be on the lookout for vinyl and Lucite sandals with lots of foot coverage, and Lucite and plastic ornamentation.
- The transparent material Lucite makes sky-high wedges and chunky necklaces fresh again. Try chunky clear beads or clear bangles with basic black for a high tech but sophisticated look.
- Try a floaty dress with a Lucite wedge sandal.
- It's now chic to let the contents of your bag peek thru with a plastic carryall.



## PATENT!

- Think wet-look for patent bags, belts and super shiny shoes.
- Traffic stopping hues in smart shapes are eye-catching without being over the top.
- Sport a thin or wide patent belt over a white dress. Add a patent bag. Look summer smart—the patent way.
- Patent black continues strongly from fall 2006.
- Colors are the in trend! Go for a green patent, or try a yellow patent! Glossy accents lend an “of-the-moment” touch of mod.



## FLATS!

- Keep in step with ballerinas, pointy-toes, sleek dress flats, and, especially round-toe flat sandals.
- A pretty ballet flat adds an unexpectedly feminine flourish to a more casual look.
- Pair capris and minis with a cropped jacket or button-down shirt with flats.
- Try a simple dress, add a thin or wide belt across the waist, pile on those color or Lucite bangles, and slip on those flats.



## QUILTED DETAILS

## QUILTED DETAILS!

- The designer-inspired quilted fever is spreading. Be on the lookout for wedges and flats with quilted stitching, especially quilt with black and other shots of color, like red or orange.
- The spirit of this trend is a nod to the original Chanel classic that is often spotted on celebs in the magazines.
- Try a quilted flat with a quilted patent bag—an understated elegance.



## Soft & Subtle

## SOFT & SUBTLE

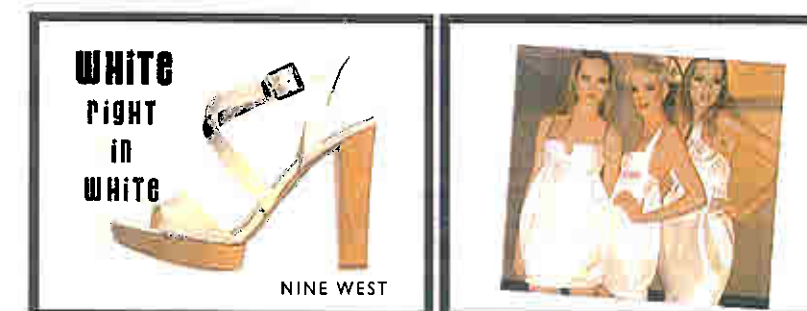
- The spring color palette includes soft, airy and subtle pastel hues. The “barely there” colors are the new neutrals.
- Ultra feminine silhouettes are also seen with soft pastel colors.
- This trend is purely feminine, ultra-romantic, dainty and delicate, with plenty of girlish charm.
- Add a touch of flowers or rosettes.



## BRIGHTEN MY LIFE

## BRIGHTEN MY LIFE!

- Bold and vibrant colors pop this spring, including red, yellow, cobalt blue and fuchsia.
- Designers offer sun-kissed shades of orange, yellow, green and blue with shots of shocking brights and eye-catching color combinations. Yellow is increasingly stealing the scene.
- Try adding a freshly saturated color as a perfect accent to black or white.



## WHITE RIGHT in WHITE

## WHITE!

- This season's fabrics and bleached out hues call for bold white accessories so you can stand out in the crowd.
- Bright white is fresh, crisp and minimal.
- Opt for the combination of silver and white to achieve that modern/techy look.
- Spring's essential piece? The white dress!
- Sport a casual white sneaker with a mini skirt, cropped pants or short shorts.



## BOTTOMS UP!

## BOTTOMS UP!

- Take a stand with heavy heels, wedges, blocky platforms and strappy platforms in patent and metallic.
- Try a peep toe platform as the perfect complement to the season's wide leg pants.
- Pop the summer streets with cork wedges.



# Nine West SPRING 2008 Fashion DVD Trends



## BRIGHT CANDY COLORS!

- You'll be brimming in brights: fuchsia, lime, and orange are bountifully in season.
- Think Pink: Hot pinks are hotter than ever this season.
- Spring's kaleidoscope colors lips, eyes, and even nails with fearless brights and chic, unexpected combinations.



## CALLING ALL GLADIATORS!

- Try a more sophisticated gladiator look with the "cage-like" appearance of straps and buckles.
- Gladiator flats provide plenty of comfort with a buckled ankle strap for balance.
- Look for spring to bring some much needed European flare and a little go-Greco back in style.



## LOVE THE SKINS YOU'RE IN: EXOTICS!

- Snake, python, and croc-embossed sandals and pumps with covered heels and simple crossover buckles are a top trend this season.
- Look for styles in metallics, multi colors, and basic black, all perfect choices for day or night.
- Exotics can be used for an elegant affair or dressed down with a skirt for a summer BBQ.



## SHIMMER IN METALLICS!

- Shine is back in a big way in shoes, handbags, and belts, and the metallic colors remain a very strong trend for spring.
- Go for a chic pair of metallic wedges for a little extra edge. Perhaps even toss a sassy metallic bag into the mix.
- Add a dose of sheen with metallic pants or gold shoes.



## PUT ON THE GLITZ + JEWELS!

- Look for oversized jewels, semi precious stones, and embellishments.
- Gold, silver, and colored gemstones add a glamorous touch.
- Over the top embellishments will decorate handbags and shoes.



## SWEAR BY SATIN!

- Shine in satin for both day and night.
- Go for a satin platform and a matching satin bag.
- Satin appeared on everything from shoes to bags to dresses!



## GET A LIFT IN PLATFORMS + WEDGES!

- Sky-high platforms are back for this season and can be easy to walk in.
- Try wood heeled wedges for the more natural, neutral, and retro safari look.
- A platform with studded or metal details is the way to go this season.



**FIVE MINUTES TO SUCCESS**

## **LIFE ON LYCRA COLLECTION**

### **Store Manager's Instructions**

Review this information during your five-minute meetings with all store management and sales associates between November 25 & December 8, 2001. Have each associate in your store complete the sign-off sheet at the end of this document.

### **LIFE ON LYCRA**

This past fall, Nine West launched a fabulous collection that combines style with great fit. It is a new concept in footwear technology called LIFE ON LYCRA. Lycra is a high tech material made by DuPont that has been used in fashion fabrics for years. Nine West and Lycra have teamed up and asked, ----why not shoes?! The LIFE ON LYCRA collection combines leather with Lycra. In shoes, this is a winning combination of the fashion flair of Nine West and the comfort fit of Lycra. Nine West is the first footwear company to use Lycra in shoes and the best news is that LIFE ON LYCRA styles are exclusive to Nine West retail.

### **Try them & Talk about them!**

Try them on to experience the comfort and sleek styles in this new collection. Once you have experienced the great fit of these fabulous shoes, tell your customers!!! When greeting your customers, highlight this great new collection that combines style with great fit.

*"Welcome to Nine West!! Our LIFE ON LYCRA collection is in. Let me show you the latest in style and fit!"*

### **How does Lycra fit the style of the Nine West Woman?**

The secret to the success of this collection is as simple as show and tell. **Show** your customer the sleek fashion looks of LIFE ON LYCRA as part of your three pair presentation. **Tell** your customers about the Lycra backing that is sewn into the leather to make the shoe fit like a glove and retain its shape.

LIFE ON LYCRA styles are perfect for our customers "fit and run" lifestyle. For the on-the-go woman looking for ultra modern style and sleek fashion shoes LIFE ON LYCRA styles fit like a glove. Tell your customers that LIFE ON LYCRA styles like Romances, Rhythms, Dutchess, Delancys and more have the benefits of:

- **Comfort from day one.**  
Lycra eliminates the need to break shoes in. Just put them on and you can be on the go.
- **Feels like a custom fit.**  
Lycra conforms to the foot so they'll feel like they're made especially for your feet.
- **Freedom of movement that's unbeatable.**  
Lycra combined with leather makes the shoe pliable while maintaining a snug and secure fit.

**Show** these fabulous Lycra styles and **tell** your customers about the benefits of Lycra and help make this a winning collection!!!

**FIVE MINUTES TO SUCCESS**  
**LIFE ON LYCRA COLLECTION**

**Sign-Off Sheet**

Please print each associate's name in the space provided below. After you have facilitated the "Five Minutes to Success " meeting with store management and sales associates, have each associate fill in their initials and the date. Upon completion, this document should be filed in the "Five Minutes to Success" binder to be used again when training new associates or re-training existing associates.

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**Store Manager Sign-off:** Please sign and date below after you have completed "Five Minutes to Success" with all your store management and sales associates.

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**Store Manager's Signature**

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**Store Number**

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**Date**





## FIVE MINUTES TO SUCCESS

# THE SMART SHOE

### Store Manager's Instructions

Review this information during your five-minute meetings with all store management and sales associates between November 25 & December 8, 2001. Have each associate in your store complete the sign-off sheet at the end of this document.

## THE SMART SHOE

This past spring, Easy Spirit launched "The Smart Shoe." The Smart Shoe is a new concept in footwear technology that combines leather with Lycra. Lycra is a high tech material, made by DuPont, that has been used in fashion fabrics for years. Easy Spirit and Lycra have teamed up to add the benefits of Lycra to shoes. In the Smart Shoe, Lycra is sewn into the leather or fabric making the shoe fit like a glove and retain its shape.

### Try them & Talk about them!

Try them on to experience the comfort and style of this Lycra collection. Once you have experienced the great fit of the Smart Shoe, tell your customers! When greeting your customers, highlight this great collection that combines style and great fit.

*"Welcome to Easy Spirit!! Our Smart Shoe is here. Let me show you the latest and greatest in style and comfort!!"*

### Smart Shoe Technology

The secret to the success of this collection is as simple as show and tell. **Show** your customer the great styles of the Smart Shoe in your four pair presentation. **Tell** your customers about the Lycra backing that is sewn into the leather to make the shoe fit like a glove.

The Smart Shoe styles are perfect for our Easy Spirit customer who is looking for style, quality and comfort. Tell your customers that the Smart Shoe styles deliver:

- **Comfort from day one.**  
Lycra eliminates the need to break shoes in. Because Lycra stretches, leather uppers enhanced with Lycra stretch too. Just put them on and you can be on the go. They will fit like an old favorite from the moment you put them on.
- **Superior Memory**  
Everyone's feet are different. Easy Spirit leather with Lycra shoes feel like they're custom made for you. The first time you put them on, they conform to the foot and they never forget your perfect fit.
- **Unmatched Flexibility**  
The pliancy of Lycra combined with leather creates unbeatable freedom of movement while maintaining snug, secure and comfortable fit.

Show these fabulous Lycra styles and tell your customers the benefits of Lycra and help make this a winning collection!!!

**FIVE MINUTES TO SUCCESS**  
**THE SMART SHOE**

**Sign-Off Sheet**

Please print each associate's name in the space provided below. After you have facilitated the "Five Minutes to Success " meeting with store management and sales associates, have each associate fill in their initials and the date. Upon completion, this document should be filed in the "Five Minutes to Success" binder to be used again when training new associates or re-training existing associates.

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**Store Manager's Signature**

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**Store Number**

\_\_\_\_\_  
**Date**





## FIVE MINUTES TO SUCCESS

# EA FLEXO COLLECTION

### Store Manager's Instructions

Review this information during your five-minute meetings with all store management and sales associates between November 25 & December 8, 2001. Have each associate in your store complete the sign-off sheet at the end of this document.

## EA FLEXO

Enzo has launched a collection that is a "mark of distinction" for the Enzo brand. The EA FLEXO shoes are designed on a molded polyurethane sole that adds value and comfort to our footwear.

### How does EA FLEXO fit the style of the Enzo Woman?

EA FLEXO styles are perfect for our customers "fit and run" lifestyle. For the on-the-go woman looking for high quality, comfort and style, EA FLEXO shoes fit like a glove. EA FLEXO styles like Caspia, Kazak, Maruta, and more have:

- **Style**  
These styles are smart, chic and made of high quality calfskin.
- **Great durability.**  
This type of bottom will extend the life of the shoe.
- **Comfort.**  
The polyurethane sole offers superior cushioning and shock resistance making the shoe more comfortable.
- **Exceptional Value.**  
Style, comfort and durability combine in EA FLEXO for a fabulous buy!

### Try them & Talk about them!

Try them on to experience the comfort and style of this collection. Once you have experienced the great fit of these fabulous shoes, tell your customers!!! When greeting your customers, highlight this great collection that combines style and value.

*"Welcome to Enzo!! Our EA FLEXO collection is in. Let me show you the latest and greatest in style, value and comfort fit!"*

The secret to the success of this collection is as simple as show and tell.

Show EA FLEXO styles as part of your three pair presentation. Emphasize the great fashion looks.

Tell the customer about the added benefits of EA FLEXO concept. These are styles your customers can live in!

Show these fabulous styles and tell the customers the benefits of EA FLEXO and help make this a winning collection!!!

**FIVE MINUTES TO SUCCESS**  
**EA FLEXO COLLECTION**

**Sign-Off Sheet**

Please print each associate's name in the space provided below. After you have facilitated the "Five Minutes to Success " meeting with store management and sales associates, have each associate fill in their initials and the date. Upon completion, this document should be filed in the "Five Minutes to Success" binder to be used again when training new associates or re-training existing associates.

NAME	INITIALS	DATE
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

**Store Manager Sign-off:** Please sign and date below after you have completed "Five Minutes to Success" with all your store management and sales associates.

\_\_\_\_\_  
**Store Manager's Signature**

\_\_\_\_\_  
**Store Number**

\_\_\_\_\_  
**Date**





news from

# marketing...

**To:** Nine West Store # 7467, 7461, 7119, 6011, and 5002

**Fr:** Meera Raja and Naomi Goldsmith

**Dt:** 1/10/07

**Re:** Golden Globes this weekend!

Here's a heads up: the Golden Globes are set for Monday January 15, 2007 and this upcoming weekend will consist of lots of Golden Globe pre-parties and events in and around your store's vicinity. Your Nine West store may also receive celebrity customers and Golden Globe attendees so get ready for some serious star-gazing. (Let us know if a celebrity purchases a style from your store. We'd like to share the news...)

In addition, Nine West has a special lounge set up at the Sofitel LA Hotel this weekend for celebrities who will stop by to pick up their complimentary pair of Nine West shoes and goodie bag.

Check out the [ninewest.com](http://ninewest.com) web site this weekend for updates and photos from the Nine West lounge, and to view the red carpet glamour collection.

Your Marketing Team  
914.640.5928



news from

# marketing...

**To: Bandolino Specialty Stores, Easy Spirit Specialty & Outlet Stores, Enzo Angiolini Specialty & Outlet Stores and Nine West Outlet Stores**

**Fr: Corporate Marketing**

**Dt: 3/6/06**

**Re: Spring 2006 Trend Poster**

Please hang this trend poster up in your backroom to remind you of the key fashion trends for spring 2006. As part of our ongoing fashion education initiative, we will be sending you periodic updates on the **can't-miss-trends-of-the-season**.

Thank you,  
Your Corporate Marketing Team



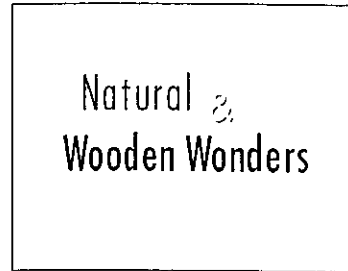
# Spring 2006 Retail Fashion Forecast's Top 10 Trends

...looking hot, hot, hot!



## Trend 1: MODERN FEMININE

- Peep toes can be worn year around instead of the classic pump
- Spring's must-have pants are tailored and super lean
- Belts and corsets emphasize curves
- Sky high heels & dainty flats are ultra femme



## Trend 2: NATURAL & WOODEN WONDERS

- Organic neutral color palette is in
- Look for wood with: metal, suede and leathers
- Wear dresses with wedges or platforms
- Rope, wood and shell details are everywhere
- Designers are infatuated with wooden accessory touches



## Trend 3: GLOBAL VILLAGE

- African-inspired designs for Spring '06
- Natural stones with bamboo, jute, raffia and cork are hot
- Exotic bohemian embellish vibrant patterns
- African-inspired prints in olive, orange & turquoise



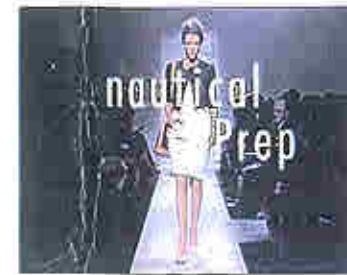
## Trend 4: BRIGHT HUES ARE IN

- Bright red is super sexy & chic
- Tropical florals with cork and wood are hot; think summer vacation in the Caribbean
- Bold colors on sexy platforms & pancake flats
- Tropical high gloss color is great in the daytime or as an evening accent



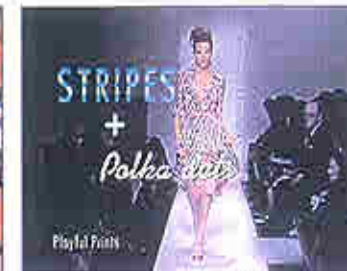
## Trend 5: FLAT OUT HOT

- Flats are simple & unpretentious
- Flats aren't just practical; they are the height of fashion
- Flats look great with skinny pants/jeans
- Flat gladiators & thongs are back
- Flat sandals with full cut dresses are all the rage



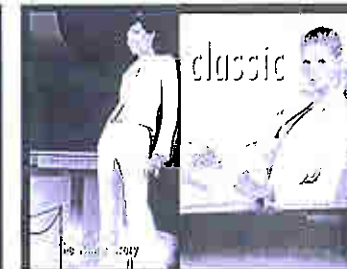
## Trend 6: NAUTICAL PREP

- Classic navy blue red & white are everywhere
- Preppy mocs, slingbacks & flats are trendy
- Ropes, stripes and metal details are sporty chic
- Accents of yellow & green complete the nautical look
- Nautical shoes go best with white city shorts, jeans, dresses & polo shirts



## Trend 7: PLAYFUL PRINTS

- Ethnic prints in striking colors always add pop
- Strappy sandals & a clutch adds an elegant evening twist
- Polka dot peep toe pumps are great with white pants or a babydoll dress
- Add printed platforms with a miniskirt for a splash of color



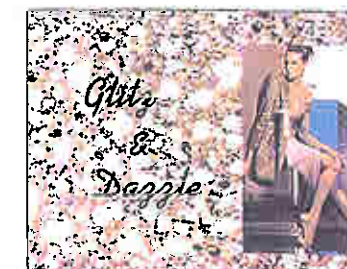
## Trend 8: THE WHITE STORY

- White is the IT color for Spring
- White looks great against bare skin
- Everything goes with the white story; cowboy boots, platforms, flats and peep toes
- Match a white suit with exotic peep toes



## Trend 9: WILD ANIMAL KINGDOM

- Exotic skins suggest a classic luxurious look
- Charm them with neutral color pumps and an exotic handbag
- Suggest pairing rich browns with green, purple & orange
- Polished skins & sexy heels are key for high glamour
- Pony & zebra prints are chic & stylish



## Trend 10: GLITZ & DAZZLE

- Shiny, shimmery shoes stand out
- Glam it up with glitzy platforms
- Metallic looks will take you from the day into the evening
- Gold and silver go with everything and make a dazzling statement; try it on a first date?
- Get your bling fix with sparkly shoes



news from

# marketing...

**To:** Easy Spirit Retail Stores  
**Fr:** Your Marketing and Merchandising Team  
**Dt:** 10/15/07  
**Re:** What makes the “e” collection so special?

**Question: What makes the “e” Collection so special?**

**Answer:** Innovative Footbed Constructions, Luxurious Upper Materials and Ultra Flexible Outsoles

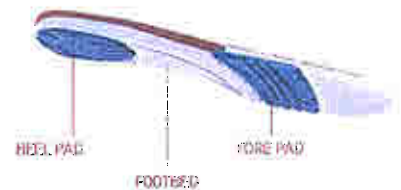
**Footbed Constructions**

Two important constructions for the “e” collection may look very familiar... these are the same constructions that were used in Comfort<sup>2</sup>.

**Heeled Construction** - As with Comfort<sup>2</sup>, this integrated construction reduces foot, ankle, knee, hip, and lower back pain associated with high heeled footwear. This footbed is made of thick, rebound foam or dual density polyurethane which provides instantaneous comfort. The insoles are comprised of three separate pieces; an arch support with a heel bucket, a footbed and a foam fore part.



**Casual/Dual Density Construction** – This innovative construction offers extreme comfort with stability. Not only is the footbed constructed on thick, dual density polyurethane, there are also two shock absorbent pads in the shoes! One is located in the heel and one in the forefoot to dissipate impact where it matters most.



**Upper Materials and Flexible Outsoles**

The “e” collection differentiates itself by using high quality, luxurious upper materials and ultra flexible outsoles. These two elements combined are responsible for making the “e” styles so soft and flexible. This difference can be seen and felt the moment she tries a pair on!

**The “e” collection remains focused on comfort, utilizing the advanced comfort technology mentioned above while also offering elevated, sophisticated styling.**

**Happy Selling!**



**MORE  
OPTIONS  
ONLINE!**



By now you have all had a chance to look through our beautiful Easy Spirit Spring catalog and have noticed the “More Options Online!” icon included throughout. Web has expanded their offerings in styles with all four widths for Spring 2008 and this icon helps to call these styles out for our customers and Sales Associates. When a style is bought for both **Easy Spirit Retail** and **Easy Spirit Delivers**, Web will generally offer **ALL** colors of the style in N 6.5 – 10; M 5 – 11, 12; W 6 – 10, 11; WW 6 – 10. Below is an example from just one page in the catalog of all the extra sizes and widths available online that you do not have in your store.

**Ronnie**  
 Black - M 10.5; WW 6, 6.5, 9.5  
 Brown - N 6.5, 9.5; M 10.5, 12; W 11  
 White - N 6.5; M 10.5, 12; W 11

**Oases**  
 Brown - N 9.5; M 10.5, 12; W 11; WW 6, 6.5, 9.5  
 Gold - N 7-10; M 5, 10.5, 12; W 11; WW 6-10  
 Black - N 9.5; M 10.5, 12; W 11; WW 6, 6.5, 9.5  
 Red - N 6.5-10; M 5, 10.5, 11, 12; W 6-10, 11; WW 6-10



**Eireen**  
 Brown - N 9.5; M 10.5; W 11  
 Black - M 10.5; W 11; WW 6, 6.5, 9.5  
 White - N 9.5; M 10.5; W 11; WW 7-9,10

**Ellie**  
 Med. Brown – N 9.5; M 10.5,12; W 9.5, 10, 11; WW 6, 6.5, 9.5  
 Black - W 11  
 White - N 9.5; M 10.5,12; W 9.5,10,11; WW 6, 6.5, 9.5  
 Gold - M 10.5, 12; W 11; WW 6, 6.5, 9.5  
 Pewter - N 9.5; M 10.5, 12; W 9.5, 11; WW 6, 6.5, 9.5

**The next time you are stumped by a hard to fit customer who just can't seem to find what she wants in your store...you can find it on the web for them, and you can still get credit for the sale!**



news from

# marketing...

**To: Easy Spirit Retail Stores**

**Fr: Bianca Barnes**

**Dt: 2/21/07**

**Re: Traveltime Ad Campaign**

As you all know by now the Traveltime was voted the #1 selling shoe of 2006\*! We are very excited about this acclaim and will be promoting it in our online ad initiatives, through banner ads and a viral marketing campaign, and offline on the Traveltime National Ad, the March Athletic Window graphic and more.

Attached is a one-page chart illustrating this integrated campaign which will begin in March. This type of integrated campaign will be occurring quarterly -- the May campaign will feature the Rikki.

The following outlines the exciting Traveltime campaign:

**March 5**

- Footwear News features the Traveltime National Ad.

**March 8**

- Stores display the March Athletic Graphics which highlights the Traveltime and its sister styles – Airflowing, Highlevel and Heelstrike.
- Easyspirit.com homepage and email blast use the same two images from the in-store March graphics to keep consistent across the brand.
- Online ad initiatives begin including a word-of-mouth campaign on blog sites and banner ads featured on ivillage.com, which will link back to easyspirit.com.

**March 12**

- New York Times features the Traveltime National Ad.

**March 20**

- Redbook April issue features the Traveltime National Ad.
- Easy Spirit Catalog hits homes with a spread dedicated to the Traveltime and its sister styles.

\*The Traveltime was the number one selling shoe in department stores according to The NPD Group 2006 POS Department Store Data.



PR Campaign

- Select editors and Ellen DeGeneres will receive the Traveltime to try the #1 selling shoe for themselves!

We believe this highly integrated campaign will drive brand awareness, traffic and sales to your stores!

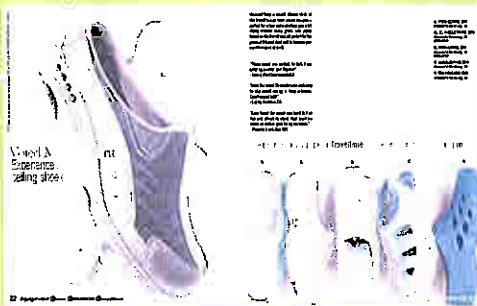
Please let me know if you have any questions on the attached.

Thank you,  
Bianca

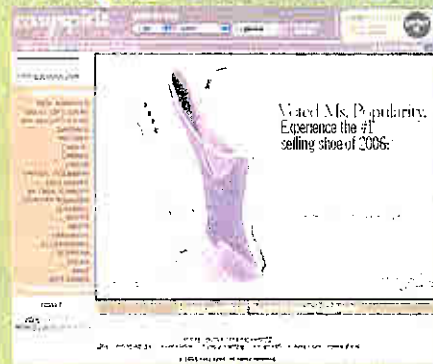
# easyspirit

## Traveltime campaign

EASY SPIRIT CATALOG  
In-Home 3/20-3/22



March  
EASYSPIRIT.COM 3/8  
homepage and email blast



REDBOOK April issue  
Hits news stands 3/20



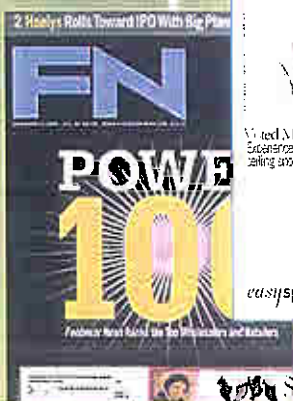
## TRAVELTIME

Integrated on and  
off-line campaign  
with call-to-action to try the  
#1 shoe of 2006!

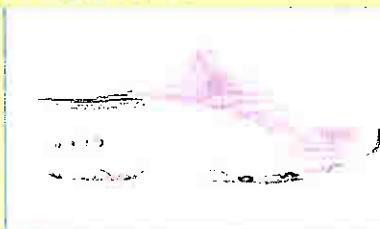
WEBSITE BANNERS AD  
Breaking 3/8



FOOTWEAR NEWS AD  
Week of 3/5



PR CAMPAIGN



Sending to selected editors  
and Ellen Degeneres  
"Try the #1 selling shoe of 2006!"

NEW YORK TIMES AD  
CONSUMER  
CALL-TO-ACTIVE  
Week of 3/12







news from

# marketing...

**To: Easy Spirit Specialty Stores**

**Fr: Corporate Marketing**

**Dt: 3/1/07**

**Re: Top Trends For Spring 2007**

Please hang this trend poster up in your backroom to remind you of the key fashion trends for spring 2007.

Thank you,  
Your Corporate Marketing Team

# TOP TRENDS FOR SPRING 2007



## GO METALLIC!

- Match your metallic shoes and bags with a solid black.
- The glitzier the metallic piece, the more relaxed its partner can be. White looks ideal with gold while gray is a natural for silver.
- Dress up with bold metal jewelry & give your outfit a kick.
- Silver accents transform any look into space-age chic, even a pair of basic jeans.



## PATENT!

- Think wet-look for patent bags, belts and super shiny shoes.
- Traffic stopping hues in smart shapes are eye-catching without being over the top.
- Sport a thin or wide patent belt over a white dress. Add a patent bag. Look summer smart—the patent way.
- Patent black continues strongly from fall 2006.
- Colors are the in trend! Go for a green patent, or try a yellow patent! Glossy accents lend an “of-the-moment” touch of mod.



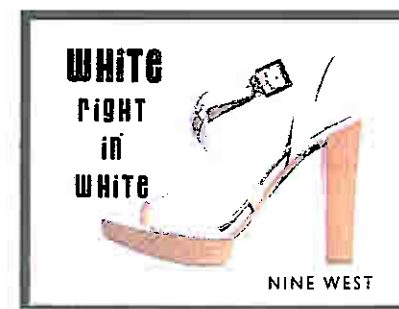
## FLATS!

- Keep in step with ballerinas, pointy-toes, sleek dress flats, and especially round-toe flat sandals.
- A pretty ballet flat adds an unexpectedly feminine flourish to a more casual look.
- Pair capris and minis with a cropped jacket or button-down shirt with flats.
- Try a simple dress, add a thin or wide belt across the waist, pile on those color or Lucite bangles, and slip on those flats.



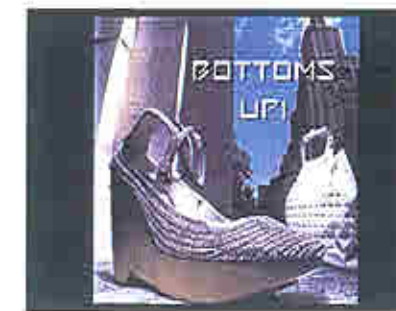
## SOFT & SUBTLE!

- The spring color palette includes soft, airy and subtle pastel hues. The “barely there” colors are the new neutrals.
- Ultra feminine silhouettes are also seen with soft pastel colors.
- This trend is purely feminine, ultra-romantic, dainty and delicate, with plenty of girlish charm.
- Add a touch of flowers or rosettes.



## WHITE!

- This season's fabrics and bleached out hues call for bold white accessories so you can stand out in the crowd.
- Bright white is fresh, crisp and minimal.
- Opt for the combination of silver and white to achieve that modern/techy look.
- Spring's essential piece? The white dress!
- Sport a casual white sneaker with a mini skirt, cropped pants or short shorts.



## BOTTOMS UP!

- Take a stand with heavy heels, wedges, blocky platforms and strappy platforms in patent and metallic.
- Try a peep toe platform as the perfect complement to the season's wide leg pants.
- Pop the summer streets with cork wedges.







news from

# marketing...

**To: Easy Spirit Retail Stores**

**Fr: Bianca Barnes**

**Dt: 4/19/07**

**Re: Rikki Ad Campaign**

Our May ad campaign, highlighting the Rikki, is about to begin! This ad campaign will include online banners, magazine ads, viral marketing and more.

The Rikki ad creative (pictured to the right) will be seen in the following publications throughout May:

- Redbook
- The New York Times
- Footwear News

Online, the Rikki will be featured on:

- the Easyspirit.com homepage beginning 5/1
- the Easy Spirit 5/3 email blast (a visual of this email will be in your next mailpack)
- banner ads featured on ivillage.com, which will link back to Easyspirit.com



Rikki Ad Creative

We believe this highly integrated campaign, similar to the Traveltime campaign, will drive brand awareness, traffic and sales to your stores!

Please let me know if you have any questions.

Thank you,  
Bianca



news from

# marketing...

**To: Easy Spirit Specialty Stores**

**Fr: Corporate Marketing**

**Dt: 8/6/07**

**Re: Top Trends For Fall 2007**

Please hang this trend poster up in your backroom to remind you of the key fashion trends for fall 2007.

Thank you,  
Your Corporate Marketing Team



# FALL 2007 Fashion Trends



## Trend 1

### BUCKLE UP WITH BOOTS & BOOTIES!

- Booties are more than a pump and less than a boot! They are the new standard for fall.
- Boots of all sizes continue to be the best match for dresses and skirts. Try them with tights and a mini.
- Try a flat boot that you can dress up or dress down for comfort and style.



## Trend 2

### PLATFORMS AHEAD!

- Try slim pants or wide-bottom flared pants with platforms.
- Pair dresses with thick platforms and color happy tights for a more playful winter silhouette.
- Shoes assume a deco futurism with pointed platforms, and thick and heavy shaped.



## Trend 3

### SPORT LUXE! GO ATHLETIC!

- Think sport-meets-skater-cool with the latest early 80's retro pieces, Make a quilted parka work, even for strolling -- city sidewalks.
- Look for backpacks and flat boots to serve up functional fashion and let your sporty nature shine through.
- This trend shows a slightly voluminous, sporty and classic winter look.



## Trend 4

### PATENT & SHINE!

- Multi-faceted, patent moves from boots, retro bags, coats and everything in between.
- Glossy finishes in eye-popping hues add texture and character to any outfit.
- Look for all patent, and patent trimmings as finishing touches on shoes, boots and handbags.



news from

# marketing...

**To: Easy Spirit Retail Stores**

**Fr: Bianca Barnes (X-3446)**

**Dt: 8/17/07**

**Re: Clogging Ad Campaign**

Our September ad campaign, highlighting the Clogging, is about to begin! This ad campaign will utilize print and online marketing.

The Clogging ad creative (pictured to the right) will be seen in the following publications:

- The New York Times – 9/13 edition
- Footwear News – 9/3 edition
- Redbook – October issue, on newsstands early September

Online, the Clogging campaign will be featured on:

- the [Easyspirit.com](http://Easyspirit.com) homepage beginning 9/4
- the Easy Spirit 9/6 email blast  
(a visual of the email is in this week's mailpack)
- banner ads featured on the [iVillage.com](http://iVillage.com) Beauty & Style homepage, which will link back to [Easyspirit.com](http://Easyspirit.com)



The Traveltime and Rikki integrated campaigns earlier this year have seen terrific results. We believe this continuous exposure throughout the month of September will continue to drive brand awareness, traffic and sales to your stores!

Please let me know if you have any questions.

Thank you,  
Bianca



# See Nine West in Lucky Magazine's November 2007 Issue



## top shops

I'm delighted to report that one of the annual shopping awards made their debut in this issue. For our readers, start on page 101, and though I don't know what your response, I can tell you that you should definitely check out the store. It's a great staff of people to visit.



See the "Liatris", a 4" heel animal print peep-toe pump

See us in the Editor's Letter on page 74

Lucky Magazine's Annual Shopping Awards



See Nine West win the Editor's and Reader's 2007 Choice Awards for "Best Shoes"

### shopping awards

#### the best chain stores

**Best Shoes** **Nine West** was an easy choice, given how many *Lucky* editors have been obsessing over the line. New creative director Fred Allard, a Stophane Kéllan vet, has reinvented the brand, which now showcases runway-worthy styles in refined environments (the prices, thankfully, remain astonishingly reasonable). **You said:** *Nine West*

**Best Lingerie** **Victoria's Secret** is a perennial winner for a reason: it's the only brand that can make you feel like a supermodel. The brand's new collection of intimates is a perfect example of this. **You said:** *Victoria's Secret*

**Best Diner** **Cracker Barrel** is a classic American diner. It's got a great menu, a great atmosphere, and a great location. **You said:** *Cracker Barrel*

**Best Beauty** **Sephora** is a great place to go for beauty products. It's got a great selection, a great atmosphere, and a great location. **You said:** *Sephora*

**Best Party Clothes** **Barneys** is a great place to go for party clothes. It's got a great selection, a great atmosphere, and a great location. **You said:** *Barneys*

**Best Hot-Off-the-Press** **Calvin Klein** is a great brand for hot-off-the-press clothing. It's got a great selection, a great atmosphere, and a great location. **You said:** *Calvin Klein*

**Best Denim** **Levi's** is a great brand for denim. It's got a great selection, a great atmosphere, and a great location. **You said:** *Levi's*

**Best Workwear** **Patagonia** is a great brand for workwear. It's got a great selection, a great atmosphere, and a great location. **You said:** *Patagonia*



#### top boutiques: the visionaries

#### the best chain stores

**Best Shoes** **Nine West** was an easy choice, given how many *Lucky* editors have been obsessing over the line. New creative director Fred Allard, a Stophane Kéllan vet, has reinvented the brand, which now showcases runway-worthy styles in refined environments (the prices, thankfully, remain astonishingly reasonable). **You said:** *Nine West*

# Easy Spirit's Cold Weather Styles Are *HOT* This Season!

"Therockies," featured in InStyle November issue

"Franci," featured in Lucky November issue

fashion 101 **winter boots**

## LACE-UP

These boots are made for walking—in slush, sleet or snow. "A lugged outer sole gives extra traction in the worst of weather," says Bradley O'Brien from Lands' End. Eye-catching design elements, like sporty laces, plaid prints and tassels, elevate them from the utilitarian.

**InStyle**  
HAS THE LAST LAUGH!  
HAIR & MAKEUP SECRETS from THE HOTTEST STYLISTS  
Stars tell Us Their Style Problems and We Solve Them!  
JESSICA's FRANCHISE PLAN TO GET Your Best BODY Now!  
HELLS: Why Hollywood Exit (And How They Cried)

**EVANGELINE LILLY**  
The Last star 193 on a pair for key sandals

**THE ROCKIES**  
Nylon, Burberry tassels, \$285; easyspirit.com for stores.

**OLYMPIA IN THE MOON**  
Nylon, \$199; easyspirit.com

**THE TINY TASSELS**  
Nylon and faux fur, \$54; landsend.com.

**ANGLING LACE**  
Nylon and faux fur, Kamik, \$80; zappos.com.

**SHIMMER**  
Nylon and faux fur, the North Face, \$100; thenorthface.com for stores.

**THE POWER**  
Nylon mesh and leather, DKNY, \$279; 800-231-0884 or dkny.com.

**SOCKL CLASPER**  
Waterproof suede, fleece and rubber, Khombu, \$75; at Macy's.

**BURNING RUBBER**  
Rubber, Trutten, \$130; shopbop.com

SHOES OF THE MONTH

**Lucky**  
THE MAGAZINE ABOUT SHOPPING & STYLE  
Style handbook: A MONTH OF PERFECT OUTFITS  
Glowing skin in an instant  
150 shopping sprees!  
5 great new shapes and trends to wear this fall!

**LEATHER "GWEN"** \$405, Seven for All Mankind AMAZON.COM

**WASHED LEATHER "THE SOLDIER"** \$550, ED Tuttle, Amazon.com \$495-3154

**LEATHER "ZALIKA"** \$168, June New York 212-625-3354

**LEATHER "FRANCI"** \$129 EASYSPIRIT.COM

**LEATHER "CALLI"** \$109, A.S. Studio 212-397-3060 FOR STORES

**LEATHER "NIRVANA"** \$100, Ash Nordstrom.COM

**LEATHER "LOLITA"** \$120, Minkor 855-740-3748

(NOTE: featured color not available – black or brown available in select Easy Spirit Specialty stores and at easyspirit.com)



news from

# marketing...

**To:** Bandolino Specialty Stores, Easy Spirit Specialty & Outlet Stores, Enzo Angiolini Specialty & Outlet Stores and Nine West Outlet Stores

**Fr:** Corporate Marketing

**Dt:** 3/6/06

**Re:** Spring 2006 Trend Poster

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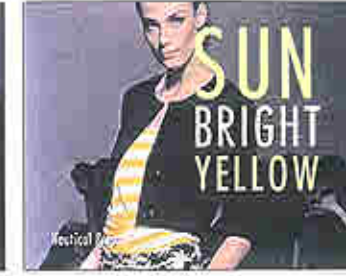
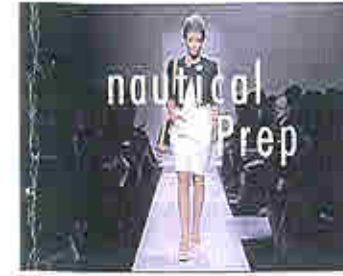
# Spring 2006 Retail Fashion Forecast's Top 10 Trends

...looking hot, hot, hot!



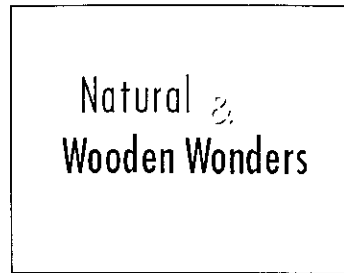
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- Belts and corsets emphasize curves
- Sky high heels & dainty flats are ultra femme



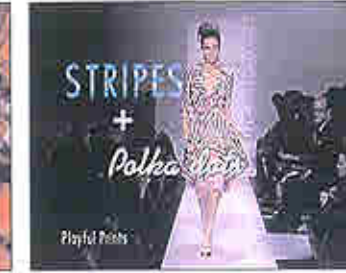
## Trend 6: NAUTICAL PREP

- Classic navy blue red & white are everywhere
- Preppy mocs, slingbacks & flats are trendy
- Ropes, stripes and metal details are sporty chic
- Accents of yellow & green complete the nautical look
- Nautical shoes go best with white city shorts, jeans, dresses & polo shirts



## Trend 2: NATURAL & WOODEN WONDERS

- Organic neutral color palette is in
- Look for wood with: metal, suede and leathers
- Wear dresses with wedges or platforms
- Rope, wood and shell details are everywhere
- Designers are infatuated with wooden accessory touches



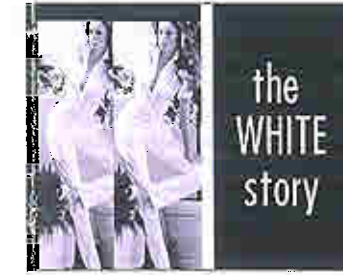
## Trend 7: PLAYFUL PRINTS

- Ethnic prints in striking colors always add pop
- Strappy sandals & a clutch adds an elegant evening twist
- Polka dot peep toe pumps are great with white pants or a babydoll dress
- Add printed platforms with a miniskirt for a splash of color



## Trend 3: GLOBAL VILLAGE

- African-inspired designs for Spring '06
- Natural stones with bamboo, jute, raffia and cork are hot
- Exotic bohemian embellish vibrant patterns
- African-inspired prints in olive, orange & turquoise



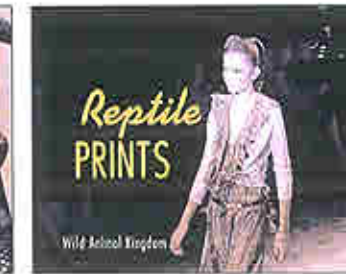
## Trend 8: THE WHITE STORY

- White is the IT color for Spring
- White looks great against bare skin
- Everything goes with the white story; cowboy boots, platforms, flats and peep toes
- Match a white suit with exotic peep toes



## Trend 4: BRIGHT HUES ARE IN

- Bright red is super sexy & chic
- Tropical florals with cork and wood are hot; think summer vacation in the Carribean
- Bold colors on sexy platforms & pancake flats
- Tropical high gloss color is great in the daytime or as an evening accent



## Trend 9: WILD ANIMAL KINGDOM

- Exotic skins suggest a classic luxurious look
- Charm them with neutral color pumps and an exotic handbag
- Suggest pairing rich browns with green, purple & orange
- Polished skins & sexy heels are key for high glamour
- Pony & zebra prints are chic & stylish



## Trend 5: FLAT OUT HOT

- Flats are simple & unpretentious
- Flats aren't just practical; they are the height of fashion
- Flats look great with skinny pants/jeans
- Flat gladiators & thongs are back
- Flat sandals with full cut dresses are all the rage



## Trend 10: GLITZ & DAZZLE

- Shiny, shimmery shoes stand out
- Glam it up with glitzy platforms
- Metallic looks will take you from the day into the evening
- Gold and silver go with everything and make a dazzling statement; try it on a first date?
- Get your bling fix with sparkly shoes



news from

# marketing...

**To: Bandolino Specialty Stores**

**Fr: Corporate Marketing**

**Dt: 3/1/07**

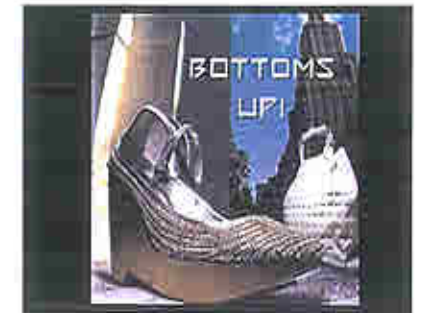
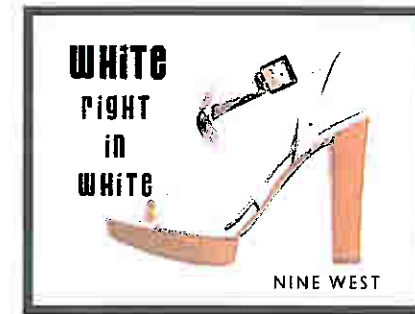
**Re: Top Trends For Spring 2007**

Please hang this trend poster up in your backroom to remind you of the key fashion trends for spring 2007.

Thank you,  
Your Corporate Marketing Team



# TOP TRENDS FOR SPRING 2007



## GO METALLIC!

Match your metallic shoes and accessories with a solid black. The glitzier the metallic piece, the more relaxed its partner can be. White looks ideal with gold while silver is a natural for silver. Dress up with bold metal jewelry to give your outfit a kick. Silver accents transform any look into space-age chic, even a pair of classic jeans.

## PATENT!

- Think wet-look for patent bags, belts and super shiny shoes.
- Traffic stopping hues in smart shapes are eye-catching without being over the top.
- Sport a thin or wide patent belt over a white dress. Add a patent bag. Look summer smart—the patent way.
- Patent black continues strongly from fall 2006.
- Colors are the in trend! Go for a green patent, or try a yellow patent! Glossy accents lend an “of-the-moment” touch of mod.

## FLATS!

- Keep in step with ballerinas, pointy-toes, sleek dress flats, and especially round-toe flat sandals.
- A pretty ballet flat adds an unexpectedly feminine flourish to a more casual look.
- Pair capris and minis with a cropped jacket or button-down shirt with flats.
- Try a simple dress, add a thin or wide belt across the waist, pile on those color or Lucite bangles, and slip on those flats.

## WHITE!

- This season’s fabrics and bleached out hues call for bold white accessories so you can stand out in the crowd.
- Bright white is fresh, crisp and minimal.
- Opt for the combination of silver and white to achieve that modern/techy look.
- Spring’s essential piece? The white dress!
- Sport a casual white sneaker with a mini skirt, cropped pants or short shorts.

## BOTTOMS UP!

- Take a stand with heavy heels, wedges, blocky platforms and strappy platforms in patent and metallic.
- Try a peep toe platform as the perfect complement to the season’s wide leg pants.
- Pop the summer streets with cork wedges.





news from

# marketing...

**To: Bandolino Specialty Stores**

**Fr: Corporate Marketing**

**Dt: 8/7/07**

**Re: Top Trends For Fall 2007**

Please hang this trend poster up in your backroom to remind you of the key fashion trends for fall 2007.

Thank you,  
Your Corporate Marketing Team

# FALL 2007 Fashion Trends



## Trend 1

### **BUCKLE UP WITH BOOTS & BOOTIES!**

- Booties are more than a pump and less than a boot! They are the new standard for fall.
- Boots of all sizes continue to be the best match for dresses and skirts. Try them with tights and a mini.
- Try a flat boot that you can dress up or dress down for comfort and style.



## Trend 2

### **PLATFORMS AHEAD!**

- Try slim pants or wide-bottom flared pants with platforms.
- Pair dresses with thick platforms and color happy tights for a more playful winter silhouette.
- Shoes assume a deco futurism with pointed platforms, and thick and heavy shaped.



## Trend 3

### **PATENT & SHINE!**

- Multi-faceted, patent moves from boots, retro bags, coats and everything in between.
- Glossy finishes in eye-popping hues add texture and character to any outfit.
- Look for all patent, and patent trimmings as finishing touches on shoes, boots and handbags.



## Trend 4

### **GLITZ AND GLAMOUR!**

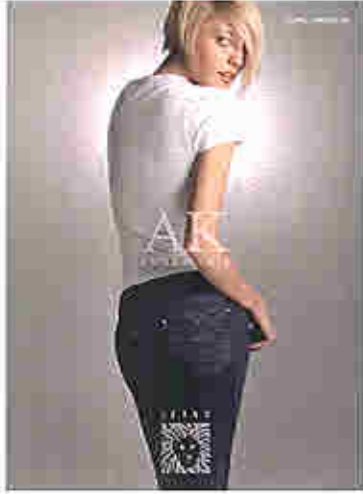
- Amp up fall separates with glitzy seventies-looking fabrics.
- Go for some street-chic touches on your shoes for a noticeable statement like mini-domes, pyramid studs that all say status not punk.
- Animate the surfaces of everything you wear with metallic applications.

AK  
ANNE KLEIN

SPRING 2008 ADVERTISING



ELLE APRIL INSERT



ELLE APRIL BACK COVER



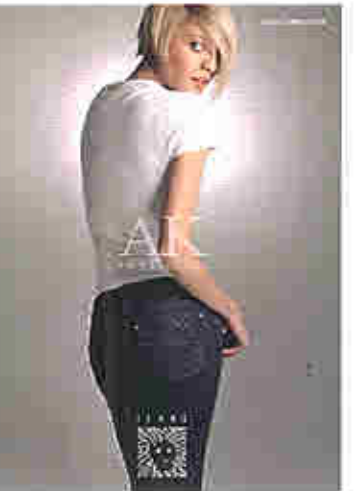
VOGUE APRIL SPREAD



INSTYLE APRIL SINGLE



GLAMOUR APRIL SPREAD



LUCKY APRIL



ELLE MAY SINGLE



## SPRING FASHION TRENDS



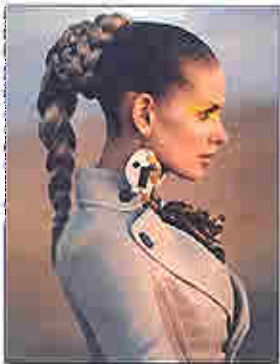
### COLOR WAVE

- Bold colors
- High Shine
- Sculptural shapes
- Color blocking
- Color with white
- Summer prints
- Bright florals



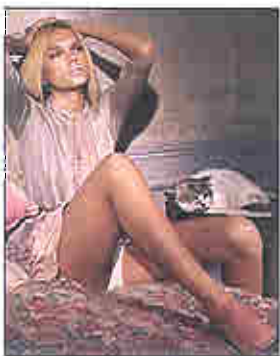
### MODERN CLASSICS

- Classic colors
- Spectator looks
- Nautical motifs
- Chain & rope
- Work to weekend
- Logo printed fabric
- Canvas & stripes



### CITY SAFARI

- Neutral colors
- Earthy patents
- Croc & python
- Subdued metallics
- Natural cork
- Linen & straw
- Tribal prints



### DAY TO DUSK

- Pretty pails
- Feminine details
- Peep toes & T-straps
- Day into evening styling
- Soft reptile
- Pearlized leathers
- Subtle metallics & satin



# AKAK Swing Frame Window Graphics

Delivering to stores 2/26/08



FEBRUARY



MARCH



APRIL



MAY



JUNE

If there are missing or damaged elements, please contact Valentina Genovese at 700.200.4309 immediately. Refer to a future visual directive for display instructions.  
Note: images portrayed on this sheet are to be used as a reference of elements only.



# AKAK Sale Sign Kit

Delivering to stores 2/26/08

5.5x7 signs

1" stickers  
QTY: 750 of each



QTY: 8



QTY: 8



QTY: 8



QTY: 8



QTY: 8



QTY: 8



QTY: 8



QTY: 8



QTY: 8



QTY: 8



QTY: 8



QTY: 8



QTY: 8



QTY: 8



QTY: 8



QTY: 4 - iFlex



QTY: 1 - return policy



QTY: 1 - privacy policy  
CA stores only



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# AKAK Leaseline Graphics

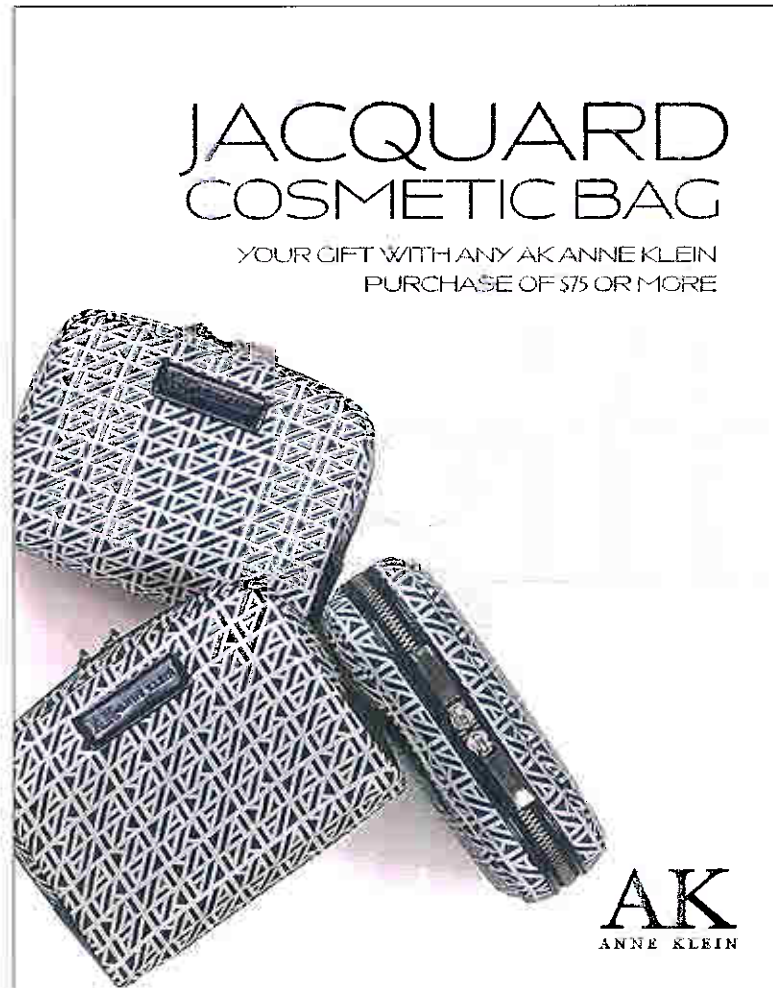
Delivering to stores 2/26/08



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# AKAK GWP Graphic

Delivering to stores 2/26/08



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# AKAK Cashwrap Graphic

Delivering to stores 2/26/08



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## AK Anne Klein

### Jewelry featured in the March issue of "Real Simple"

#### 7. Bright Bangles

An armful of bold enamel bracelets gives impact to the sleeveless looks of the warmer months.  
**TO BUY:** Anne Klein enamel bracelets, \$50 each, 800-578-4552 for locations.

#### 8. Light-Colored Bag

Don't bring down a sunny outlook with a heavy black bag. One in white or cream will harmonize with spring's lighter palette.

**TO BUY:** Furla leather handbag, \$795, [www.furla.com](http://www.furla.com), Morgane Le Fay dress.





RETURN OF AK ANNE KLEIN

# SPORT

- FOOTWEAR & HANDBAGS LAUNCH SPRING 2008
- OUTERWEAR AND WATCHES LAUNCH FALL 2008
- SPORTSWEAR LAUNCH SPRING 2009



Front Cover

Silver B-Hat Navy Jacket \$29

Back

Wide Leg Pant \$39

Mini Logo Asymptote Scarf \$25

Text Page

Driving Blazer \$45 \$19

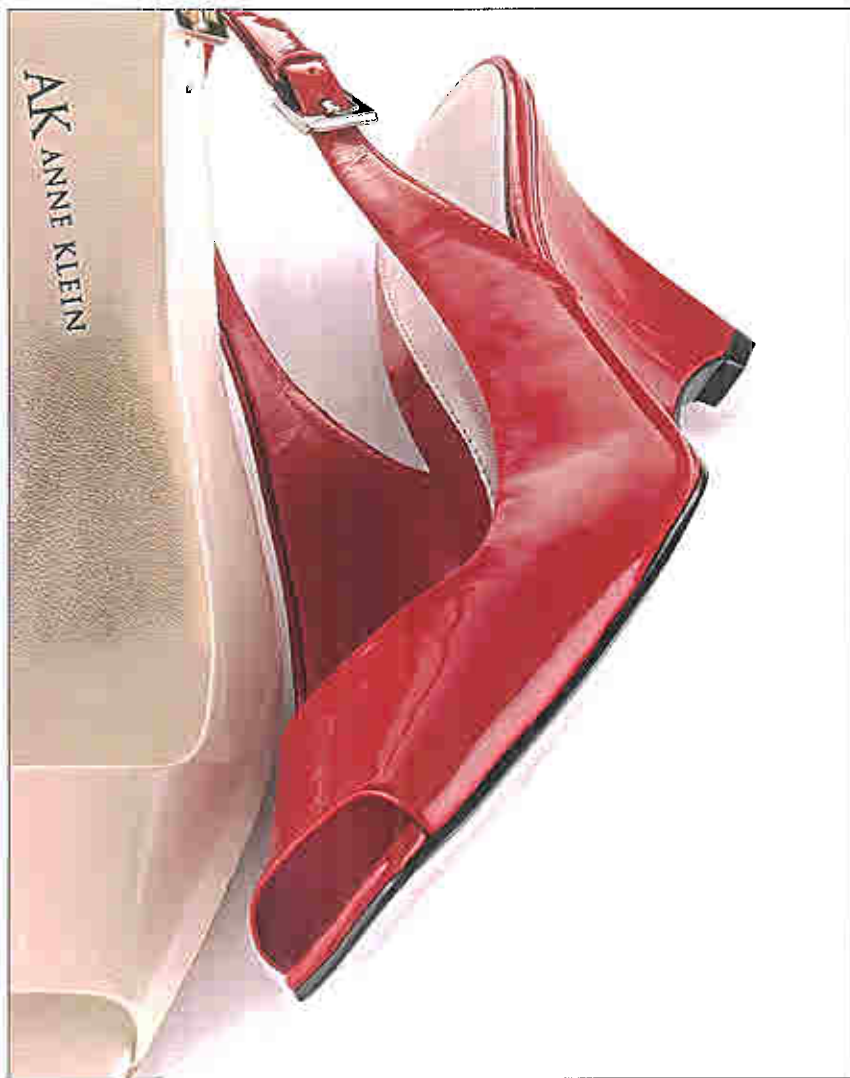
Opposite Page

Mini Logo Jersey \$25 \$18

Boston Dog T-shirt \$12









This Page  
 Red Mod Porto Dress \$129  
 Tossed Logo Scarf \$38

Circle Print Cardigan \$89  
 Shirt with Georgette Trim \$99

Opposite Page  
 Polka Dot Trench \$199  
 Peep Toe Pump-AK Fazio \$89  
 Red Mod Zip Tote \$182

Women & Petite Sizes Available in Select Stores.



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This Page:  
Striped Sweater \$69  
Color Block Skirt \$89

Yellow Anorak \$189  
Belted Wide Leg Pant \$39

Opposite Page:  
Striped Dress \$129  
Peep Toe Pump AK Wysandra \$79

Back Cover:  
AK Sport Flat Tieing Sandal-AK Yespa \$59  
Women & Petite Sizes Available in Select Stores.



