



ON THE STRADA

Strada means the avenue or street or the route taken for a journey in Italian
Special Events, Information and Tips exclusively for Strada customers

6 Questions for "Comfort Couture" Designer Anyi Lu

Upcoming Special events at Strada:

DANSKO Trunk Show on Saturday, April 12th (Northampton, MA location)

SOFFT Trunk Show on Saturday, May 3rd (Northampton, MA location)

RIEKER Spring Event in June 2008

Describe your personal style. Classically clean and simple with enough quirky details to keep things interesting. I love mixing vintage and modern pieces.

What are you wearing? ...of course, my favorite "Spicy" black patent croc pump. I could wear them every day and with everything I own. They are super-comfortable, and I could walk around San Francisco in them.

Who are your fashion

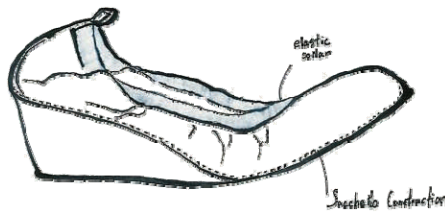
influences? Coco Chanel revolutionized women's fashion by shunning corsetry and bustles, empowering women by giving them freedom of movement and choices they enjoy today. She believed luxury was as spiritual a need as love—but luxury on her terms was low-key, not vulgar. "Fashion passes; style remains," she said.

What's your fashion pet peeve? Women who wear one designer from head to toe, especially all

from the same collection. It's kind of saying that I don't have my own style, so I just let my credit card dress me. **How do you spend your weekends?** I have a two-year-old...need I say more?

What was the last book you read? Mr. Brown Can Moo! Can You? by Dr. Seuss.

(The complete interview by Mimi Towle appeared in Marin Magazine in September 2007.)



Anyi Lu "Fit"

Anyi Lu has a patent pending for a design that circles the top of the foot with elastic. Designed to mold to the foot, a "Fit" shoe is crafted to adapt to the subtle differences among women with the same size foot. "It's like putting a heel on a good secure sock," Lu explains. "And a sock fits everyone, whether you are narrow or wide." Look for Anyi Lu "Fit" in the Saint Tropez-inspired Spring/Summer 2008 Collection.

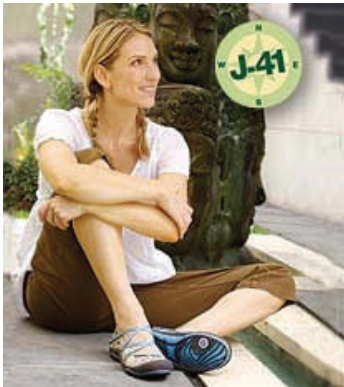
Clockwise from left: Jordan in purple/black (on model), "Fit" sketch, designer Anyi Lu, Chloe in back patent and Paige in black/black. All images courtesy of Anyi Lu.com.

Spring & Summer '08 Forecast



Left to right: Dansko's Susana; Rieker's Celia; Pikolino's Olmo; Stonefly's Silvia; Sofft's Adara; Dansko's Lolita and Sofft's Galen

J-41: Adventure On!



The first thing about J-41 footwear that most women notice is the roadmap that is imbedded in the sole. The map, the company's motto "Adventure On", and the rubber soles further suggest that these are shoes designed for an active lifestyle. The heavily treaded sole is engineered to traverse rough terrain by offering superior traction, durability and comfort. The shoes also feature fast drying, water resistant materials and extra cushioning for superior support. These fea-

tures make J-41 the footwear of choice for women who are looking for one pair of shoes that can transition from leisurely outings to more intensive activities with function and style. In addition, J-41 products are made with 100% recycled and recyclable packaging and all J-41 outsoles are constructed with partially recycled rubber. By reducing, reusing and recycling J-41 is also doing its part to help protect the environment.

Dansko Goes Green

The latest color for Dansko's Professional may be indigo, but this traditional clog has also gone green. It is made with a new material called LITE (Low Impact to Environment) leather from a tannery that recycles water and heat and utilizes solar energy. Further testimony that Dansko is "going green" is the construction of a targeted Silver LEED-certified office in West Grove, Pennsylvania. The

multi-use building is being constructed according to standards established by the U.S. Green Building Council's Leadership in Energy and Environmental (LEED) program. It features vegetated roofing, under floor heating and cooling and solar hot water. One of Dansko's missions is "to leave the world a better place than we found it." (Source: Dansko.com)



Dansko's Professional in Blueberry

Two of New England's finest European comfort shoe stores for women, Strada features cutting edge to classic styles for work and play, all carefully selected for their attention to detail, quality and comfort.

Strada-shoes.com

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Mon-Wed 10-7, Thurs-Sat 10-9, Sun 12-5

Mon-Wed & Fri-Sat 10-6, Thurs 10-8, Sun 12-5