



ON THE STRADA

Strada is Italian for the avenue or street or the route taken for a journey

Special Events, Information and Tips

Exclusively for Strada Customers

Anti Stress Yourself...Rieker Style

Inside this issue:

- Wolky... Handmade in Holland* 2
- Pikolinos—Naturally Good* 2
- Spring/Summer 2007 Standouts* 3
- Sole Food—A Recipe For Your Feet* 3
- Strada Wins Best Shoe Store... Again!* 3

Upcoming Events:

- Finn Comfort and Pikolinos Trunk Show on Saturday, April 14th (Northampton, MA)
- Dansko Trunk Show on Saturday, April 28th (Providence, RI)
- Söfft Trunk Show on Saturday, April 28th (Northampton, MA)
- Dansko Trunk Show on Saturday, May 12th (Northampton, MA)
- Rieker Special Event begins in mid-May (Providence, RI and Northampton, MA)

Since 1874, Rieker has been committed to hand-crafting the latest European fashion, designed with the dynamic qualities of the human foot in mind. Rieker styles have a snug heel, a forgiving instep, and a roomy toe box to allow for plenty of wiggle room. The remarkably light Antistress soles and the gently cushioned and flexible insoles create a truly superb piece of footwear.

This past fall Strada's buyer traveled to Europe to hand select the Rieker styles available at Strada this season, many of which will not be widely available in

the United States. Besides offering the areas most extensive collection of Rieker shoes, Strada is excited to be one of the first retailers in the world to offer Rieker Solebuddies. Solebuddies are anatomically shaped insoles which provide excellent arch support for optimal comfort from your Rieker shoes—and at a very economical price.

A Rieker customer from California sums it up well: "The most incredible shoe I have ever worn! This shoe is so comfortable that everyone should have a

"This shoe is so comfortable that everyone should have a pair." - Rieker customer from CA

pair. I put them right on and never had to (break them in). They fit like an old friend. The look is great and they go well with jeans or nice pants and casual skirts and dresses."

Watch your mailbox for details about Strada's Rieker Special Event beginning in mid-May.



Rieker Spring/Summer 2007 collection (pictured from left to right): Celia, Doro and Daria

Wolky... Handcrafted in Holland



Wolky's Ultra-Light Kite in Apple

Wolky's history goes back to the early 80s. Already back then the Diks shoe stores sold a fair amount of comfort shoes. However, at the time these shoes were hardly fashionable. This prompted the company's founder, Kees Diks to develop a sandal line himself. After the introduction of the Wolky Nature line, the Wolky City line followed in 1989 with its fashionable and color-

ful sandals with a revolutionary insole consisting of cork and memory foam. After this success, Wolky introduced several shoe lines with removable insoles.

The well-known Dutch designer Charles Bergmans has been with the Wolky family almost from the beginning. By continuously developing innovative shoes, the Wolky collection today consists of more than 18 shoe

lines per season. Many of their leading styles are endorsed by the American Podiatric Medical Association.

A Wolky customer has this to say: "Great Shoes - These shoes have lasted me a year wearing them frequently! They show little wear and are still extremely comfortable and have great support!"

Pikolinos Footwear—Naturally Good



Pikolinos' handbag and Romana mule

Pikolinos is a premium brand that sets itself apart from others with beautiful leathers, color and designs that showcase their European aesthetic while holding extremely high standard for comfort. Their fundamental idea is to offer footwear products that are unique, and combine personality with comfort and high quality. Pikolinos utilizes lead-free, vegetable tanned leathers with a natural tanning process

that enables the form of the shoe to adapt and mold perfectly around the shape of your foot. By maintaining their harmony and respectful balance with nature, the form of every Pikolinos shoe provides extreme comfort, flexibility and a unique style. Pikolinos shoes are all handcrafted using non-toxic biodegradable materials to create the highest quality footwear that has not only achieved supreme comfort but is

also safe for the environment. The beautiful designs, high quality comfort and craftsmanship have earned Pikolinos great respect and demand across Europe, but they are a well-kept secret in the United States. Strada is honored to offer this incredible brand of comfortable, stylish shoes that are sure to be treasured by women who want shoes and handbags that are truly unique.

Spring/Summer 2007 Forecast: Fashionable Meets Fun



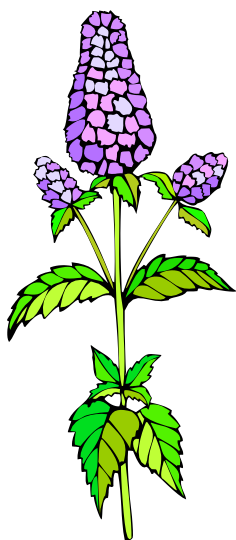
Pictured above from left to right, top to bottom: Dansko's Merrie and Didi; Söfft's Corsica; Rieker's Susan; Ellington's Riviera handbags; Pikolinos' Romana; Taryn Rose's Bijou; and Anyi Lu's Bella and Shirley.

Strada Wins Best Shoe Store

Strada has won the **Valley Advocate's** award for the area's Best Shoe Store for the seventh year in a row! We are proud to receive this title once again, especially since this year there was only one award given for the entire Valley (from Springfield, MA to Brattleboro, VT) making the title especially significant. Thank you for everyone who voted for Strada and to all of our customers for your loyal support since we first opened our doors in Northampton, MA in 1994.



SOLE FOOD—A Recipe For Your Feet



Comfort your toes, in-steps, soles and your mind with a soothing footbath. Here is a wonderful recipe courtesy of Taryn Rose.com.

Lemon-Mint Footbath

Invigorate your tired feet with a cool lemon-mint foot bath. This is a refreshing end to a long hard day of being on your feet. The mint is natural refrigerant which works to calm irritated muscle fibers. The astringent lemon can actually brighten your toenails. Take pleasure in sliding

your feet over the smooth rocks while inhaling the revitalizing scent of fresh mint leaves and lemon slices.

Here's what you do:

1. Cover the bottom of a basin (large enough to house both of your feet) with flat smooth stones.
2. Fill the basin with luke-warm water.
3. Add three to four drops of peppermint oil for every half-gallon of water. Swirl the water with your hand to distribute the oil evenly.

4. Slice one whole lemon and drop the slices into the water.

5. Grab two handfuls of fresh peppermint or spearmint leaves, gently rub them together to release their natural oils, and add them to the bath.

6. Slide your feet into the basin. Deeply breathe in the lemon-mint aroma while massaging your feet over the slippery stones for at least four minutes.

(Recipe courtesy of Taryn Rose)

STRADA Two of New England's Finest
Comfort Shoe Stores for Women

STRADA

150 Main Street

Northampton, MA 01062

Phone: 413-584-6621

Store Hours:

Mon-Wed 10-6,
Thurs-Sat 10-9,
Sunday 12-5

STRADA

185 Wayland Avenue

Providence, RI 02906

Phone: 401-272-1935

Store Hours:

Mon, Tues, Wed & Sat 10-6,
Thurs and Fri 10-8,
Sunday 12-5

We're on the web:

www.Strada-shoes.com

At Strada (a division of Shoefly Shoe Salons, LLC) you will find a wide range of European and American made comfort shoes and a sales staff that cares passionately about our customer's experience. One 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. We believe that women should not compromise comfort for beauty. We provide our customers with expert fit, extensive information about the brands we carry and knowledge about common foot ailments.

