



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

Upcoming Special events at Strada:

DANSKO Trunk Show on Saturday, September 27th. (Northampton, MA location)

RIEKER Fall Event (date T.B.D.)

Strada is proud to be in partnership with footwear manufacturers whose mission include donations to worthy causes.

Locally, Strada has supported many area fundraisers, most recently the Northampton Center for the Arts and 1% For Schools.

Söfft Shoe Company has donated shoes to the teachers of Dancing Classrooms, a project of the American Ballroom Theater Company, a not-for-profit organization based in New York City.

Dancing Classrooms was created by American Ballroom Theater Company founder, Pierre Dulane. Dulane introduced the program to New York City Public Schools when he noticed the arts programs at these schools were being eliminated, leaving young students without any form of creative education. Dulane developed the program with the mission to build

social awareness, confidence and self-esteem in children.

This program has recently gained national recognition for their work through the 2005 documentary, Mad Hot Ballroom and more recently, the Hollywood production, "Take The Lead" starring Antonio Banderas. Söfft is pleased to donate shoes to the hardworking, dedicated teachers of Dancing Classrooms. All of the New York City teachers will be receiving a pair of the Söfft brand style called the Calypso – a mid-heel style Mary Jane appropriate for dancing and casual wear.

"We are thrilled and honored to do something special for these teachers, who have already done so much for so many underprivileged children" says Söfft Shoe Representative Katie Kangas. "We have truly enjoyed working with the people of Dancing Classrooms and hope to find other ways to help this heart-warming project" Kangas said.

SOURCE: www.Sofft.com



Picture courtesy of Dancing Class-

Tips for a Good Shoe Fit

1. Sizes vary among shoe brands and styles. Don't select shoes by the size marked inside the shoe. Judge the shoe by how it fits on your foot.
2. Have your feet measured regularly. The size of your feet changes as you grow older. For women, it may change during pregnancy.
3. Have BOTH feet measured. Most people have one foot larger than the other. Fit to the larger foot.
4. Fit at the end of the day when your feet are most sensitive.
5. Don't purchase shoes that feel too tight, expecting them to "stretch" to fit.
6. Your heel should fit comfortably in the shoe allowing natural heel movement.
7. Walk in the shoe to make sure it fits and feels right! (Fashionable shoes CAN be comfortable!)

SOURCE: American Orthopedic Foot and Ankle Society

Fall & Winter 2008 Forecast



Left to right: Anyi Lu's Eloise; BeautiFeel's Charlotte; Dansko's Tyra; Ariat's Rockridge; and Rieker's Liv.

Sanita Celebrates Their 100th Birthday

The Sanita shoe company began in Scandinavia in 1907, a time when most farm implements were made of wood. The craftsmen who produced the shovels, pitchforks and brooms also made wooden shoes known as clogs, which remain the most popular type of footwear in Scandinavia.

Originally, Sanita clogs were designed for people who were standing for many hours and walking a lot during their working day – farmers, doctors,

nurses, teachers and cooks. Over the years, clogs have been sought after by a wider audience, because of their great support, long durability and all day comfort.

After 100 years in business, Sanita clogs are still made by hand. Based on real craftsmanship and developed to provide orthopedically correct fittings, Sanita is constantly adding the benefits of new materials and innovative production technologies. They come with breathable

and moisture-absorbing leather and linings and soft, shock-absorbing soles to ensure the health and comfort of feet. If you are a connoisseur of clogs, or new to the style, Strada encourages you to come in for professional fitting and experience the Sanita advantage.



Sanita's Professional in black patent leather

Ariat Donates to Soles4Souls

Ariat recently donated footwear to Soles4Souls, a nonprofit organization that facilitates the donation of shoes to aid those affected by natural disasters worldwide such as Hurricane Katrina, the Peru earthquake and the tsunami in Southeast Asia.

Soles4Souls started with a tragic image that flashed across the television screen of Soles4Souls founder, Wayne Elsey - a single shoe lying on a desolate beach

in the wake of the devastating South-east Asian tsunami. This haunting vision prompted Elsey to ask, "What can I do to help?". With that one question, Soles4Soul was born with a simple mission: *To impact as many lives as possible with the gift of shoes.* Since January 2005, Soles4Souls has distributed more than three million pairs of shoes, in forty countries, on five continents.

"Ariat is proud to partner with Soles4Souls, an organization that sig-

nificantly impacts the lives of those in need on an international level," said Beth Cross, President and CEO of Ariat International. "We hope that our support of Soles4Souls will motivate our colleagues in the footwear industry and more specifically the equestrian footwear industry, to join Soles4Souls in improving the lives of others 'one pair at a time'".

SOURCE: Ariat.com

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

Strada 150 Main Street Northampton, MA 01060 (413) 584-6621 Mon-Wed 10-7, Thurs-Sat 10-9, Sun 12-5
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