



ON THE STRADA

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

Special Events, Information and Advice
exclusively for Strada customers

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Taryn Rose Shoes: Luxury, Intelligence and Technology

Taryn Rose could not resist wearing 3-inch heels throughout her 14-hour work-days no matter how often her brain objected and her feet ached, even though stiletto-loving Rose was an orthopedic surgeon.



Taryn Rose Wedge in olive and black

One day, Rose was following an attending surgeon on his rounds as he told a post-surgical patient she would have to wear tennis shoes for the rest of her life. The patient became upset, and while trying to console her, Rose realized that we all know we should wear shoes that won't harm our feet, but if they don't look good, we're not going to wear them. "I thought that with

my special role as an orthopedic surgeon, I could change the way we think about shoes."

After 7 years of research Rose introduced her first collection and created an entirely new and exciting category of footwear—comfort couture. Her understanding of anatomy lead her to build her shoes on an asymmetrical form, giving the foot full arch support and toes more wiggle room. Thanks to her access to Nike laboratories, where she studied diabetic foot problems, Rose included a full cushion of Poron® as a shock absorber in her styles. And every shoe is handmade in Italy, each requiring one to three hours of hand stitching. Taryn Rose shoes are luxury shoes that are as fashionable as they are functional. All of the styles and none of the pain.

Give the Gift of Shoes

People love shoes and they're practical, hence they make great gifts. But buying shoes for others can be a bit tricky. Enter the gift card—the easy way to give the gift of shoes. Strada's gift cards are available in any denomination and impose no expiration dates or inactivity fees. From designer shoes, traditional European comfort shoes to athletic shoes and accessories, there is something for everyone at STRADA.



Anyi Lu “The Power Shoe for the Fashion Forward Woman”

Anyi Lu was working in the technical field of chemical engineering when her sister’s wedding altered her future. Anyi’s sister needed a pair of comfortable shoes to dance in at the reception. It occurred to Anyi that women always need two different shoes. One for LOOKING. One for DOING. It seemed like looking great AND feeling great was not an option. She gave her sister a pair of ball-room dance shoes to wear...and Anyi’s mission was born.

From Anyi’s experience as a competitive dancer, she knew all dance shoes must have fit, support, and flexibility. This basis inspired her to design shoes with these elements combined with old world Italian craftsmanship and high fashion looks and colors. She worked briefly for successful Los Angeles shoe designer Taryn Rose before striking out on her own, and you can see the in-



Pictured:
Anyi Lu
“Guam”
Pump, “Rita”
Mary Jane
and “Ginger”
Pump

fluence in her use of supple leathers, a chunkier heel and a rounder toe. “My style can resemble her shoes, but I consider my shoes less conservative. I do a slightly higher heel and my demographic is younger.”

The Anyi Lu Collection consists of sensuously detailed shoes born for the runway and inspired by the stage. With sacchetto construction, the shoes feature nappa leather, Poron® cushioning and balanced heels.

Her lyrical, playful collection emphasizes a retro look. With names like Jive, Samba and Flash, the shoes look like a swing dancer’s dream, with buttery leather and the Louis heels and T-straps of the retro era. (Source: Anyi Lu.com)

Ariat International Gets Kids with Disabilities to the Fair

Ariat donated almost 4,000 pairs of boots or shoes, 1,600 pairs of socks and 4,320 pieces of clothing to victims of hurricane Katrina through the American Red Cross. The estimated value of Ariat’s donation totaled \$250,000.

Ariat International, Inc., the leading Western and English boot and apparel manufacturer, has made a donation of almost 100 tickets to Equest, a Dallas-based non-profit organization that provides equine-assisted therapy and rehabilitation for children with disabilities.

“Equest’s therapeutic riding opportunities to help disabled children and young adults achieve their maximum potential is an asset to the Dallas community,” says Beth Cross, chief executive officer and founder of Ariat.

“They exemplify Ariat’s philosophy of nurturing the youth of today to provide them with a better tomorrow.”

(Source:
ariat.com/about_media_pressreleases)



Pictured, clockwise from top: Ariat Strathmore clog, Strathmore Boot and FatBaby Boot

Did You Know?

- The oldest existing footwear in the world is a sandal found in a cave in Missouri USA, which was made 8,000 years ago. (Source: Northampton Shoe Museum (UK))
- Shoes all over the world were identical until the nineteenth century, when left- and right-footed shoes were first made in Philadelphia. (Source: factmonster.com)
- Six-inch high heels were worn by the upper classes in seventeenth-century Europe. Two servants, one on either side, were needed to hold up the person wearing the high heels. (Source: factmonster.com)



Fall Winter 2006 Forecast: Brilliant Colors, Feminine Styles and Premium Leathers



Pictured above from left to right: Pikolinos' Zurich Boot; Dansko's Beacon Hill Collection; Ellington's Territory Sling Pack, Moroccan Tote, Moroccan Wallet and Stella Tote/Pack; Sofft's Amsterdam Pump, Lisbon Clog and Prairie Boot.

Tips For a Proper Shoe Fit

All Strada employees are expert fitters, trained by shoe industry professionals.

- Be sure to have both feet measured. Many people have feet of different sizes. Fit to the larger of the two.
- Have your feet measured and fitted each time you purchase shoes. Your foot size changes with age, weight changes, and other factors. The shoe size you wore in high school probably is not the right size.
- Terms such as narrow, wide, regular and others are not standardized. Footwear manufacturers can use these terms at their discretion so it is difficult to determine how your width measurement relates to a manufacturer's specification.
- Getting properly fitted footwear takes more than picking a shoe off the shelf and having the sales associate ring up your sale. Shop at stores that provide service to their customers and have knowledgeable sales people.

Fitting Tips courtesy of The Brannock Device® Co., Inc.

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

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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.

Glossary of Shoe Terms

Airport Friendly - A shoe that contains no metal of any sort, allowing the wearer to pass through airport metal detectors

Footbed - The insole of the shoe, where the foot rests

Insole - The part of the shoe that the foot rests upon, usually cushioned

Last - A block or form shaped like a human foot and used in making or repairing shoes

Nappa Leather - A type of leather characterized by its stretchy, soft, smooth texture

Orthotic - A full or partial insole specifically designed for comfort and support

Poron® - A high density foam developed by NASA used as an insole

Sacchetto - Skilled hand-sewing technique in which the upper leather is sewn to the inner sole and molded around a hand-crafted last

Vamp - The front center part of a shoe's upper

