

Time to choose your summer sandals

Summer and sandals go hand-in-hand. What new launches and ranges can we expect to see from brands in their sandals?

Sandals are an integral part of any wardrobe, whether it's for relaxing, walking in the outdoors or being fashionable in the mall. They are also synonymous with SA's warm summer weather and most sandals are sold between November and February.

Data collected by GfK Marketing Services South Africa shows that between November and February, sport sandals is the outdoor footwear category that sells the best. In this period 35-40% of all outdoor footwear sales are sandals. Which makes sense as not only is this our summer time, but it is also traditionally holiday time, which means people generally have more time to enjoy their spare time, whichever way they choose to fill it.

For those stores looking to recover some losses after the World Cup (see article p8), stocking up on either fashion or performance sandals for the summer months could make you smile.

Performance sandals:

Performance sandals for the 2010/11 ranges are full of the latest technologies, from those that help with support to those that make sandals even more comfortable to wear.

"WOLVERINE CONTINUES to enjoy substantial growth in the local market with innovative technologies like the Contour Welted Raider boot," says Iqbal Baruffwala of local distributor Bar Global Trading.

Wolverine's Contour Welt is designed to move with you in your environment. It provides the flexibility and comfort of an athletic shoe, but with the support and durability of a work boot. The lightweight rubber outsole is slip, oil and abrasion resistant; Wolverine MultiShox Comfort Sys-

tem with individual compression pads absorb shock and return energy and the revolutionary welt design allows the boot to bend and

flex at essential points for maximum performance.

Their ICS (Individual Comfort System) technology has proven to be a huge success and there is such demand, that they sometimes find themselves battling to cope with demand. The ICS technology enables you to set the dial located in your removable insole to your comfort level of choice. There are four comfort level settings: firm, cushion, inward and outward.

Wolverine's Cross Channeled Circulation technology provides extra comfort by circulating water, air and perspiration and the EVA concave contoured midsole cradles the foot for a more comfortable wear. Cross Channeled Circulation also keeps the foot dry and cool at the sole of the foot (where you find the

Sport sandals is the outdoor footwear category that sells the best.

most foot perspiration) and the 3D air mesh footbed provides superior breathability for improved comfort.

The brand is currently represented in over 200 retailers countrywide including well known outdoor chain stores and independents.

THE SALMON is Rocky's all-time best selling adventure sandal, says Jarod Grossberg who does product development for local distributor Crown Footwear.

Salmon has a full leather upper, front and rear adjustable

straps and a neoprene lining for added comfort as well as a soft moulded EVA insole wrapped in microfiber with a hard-wearing PU outsole.

Ridge is a contoured ridge sandal with a neoprene lining for comfort. It has a hard-wearing synthetic nubuck and fine mesh upper and adjustable front and rear straps for added com-

fort. The insole consists of shock-absorbing phylon with a rugged TR outsole that is suitable for all terrain.

HI-TEC HAVE found that the wellness consumer is looking more and more to their feet. This can be seen in the growth of the toning footwear category (see product



knowledge article on toning footwear on p23). *Hi-Tec Vigorate*

Hi-Tec is taking the opportunity to fill a gap in the market with an *outdoor wellness product* – the Vigorate sandal – that will fall in the lifestyle/aftersport/well-being category. "Our target market will be the comfort driven consumer seeking easy-wearing sandals with wellness benefits that add joy to active lifestyles," says Jan van Rooyen, product manager for Hi-Tec Sports Distributors.

They are launching the Vigorate sandal early January.

Vigorate provides improved circulation due to its ergonomically positioned

gel pads that gently mas-

sage the key pressure points on the bottom of your foot while you walk. Improved circulation aids recovery and reduces foot fatigue.

The special foot gel technology, specially developed by Hi-Tec, provides superior cushioning per heel strike. This dramatically reduces pressure on the joints and reduces the jarring effect.

Additionally, the cool gel technology disperses pressure more evenly, which reduces friction, and the chances of hot spots and blisters.

KARRIMOR'S HYDRO 2 is a new addition to the range for 2010/11. Available for men and ladies, it boasts some great features and new technologies. This shoe/sandal is great for fishing, canoeing, rock climbing and trailing through wet forests. "With a Vibram sole and Standard Footbed technology, which provides instant step-in comfort and support, this shoe is made to get wet!" says Mark Ridl of local distributor Super-Brands.

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Hi-Tec Vigorate



Rocky Ridge



Rocky Salmon

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The Dominica features the new Polygiene technology. Polygiene is an active odour control technology for the treatment of high performance materials. The active ingredient is a silver salt, which is a highly effective, naturally occurring antimicrobial agent. Sweat is odourless, but creates an environment for bacteria to thrive. Polygiene odour control treatment reduces odour-causing bacteria by more than 99%. Its odour inhibiting effect lasts for the life of the shoe or garment and keeps them fresh. Polygiene does not interfere with natural bacteria on the skin.

The Dominica features detachable back straps that allow you to interchange between an enclosed sandal with the straps on, or take the straps off, and you have a slip-on sandal with padding on the inner lining of the sandal. The Vibram sole also creates more stability and durability to the sandal.

The Karrimor ladies sandal range for 2010/11 features three new editions that have been designed for ladies by ladies: the Tobago, Martinique and Mona.

Apart from the unique colour ways, the most prominent feature of this range is the weight.

Karrimor has taken off roughly 200g off the weight of the sandal by reducing the bulkiness of the sole and have created a sole that is more feminine. The new Vibram sole called Vibram Sand Bar, maintains its slip resistant, durable sole whilst being ultra-lightweight. The sole has been ergonomically designed with a

raised toe, which prevents gravel from entering the sandal, as well as preventing stubbing of the toe.

The differences in the sandals are in the upper straps: the Tobago has a Wolverine Waterproof, stain resistant pigskin crossover strap; the Martinique has webbing with a moulded neoprene lining with a cross over toe strap; and the Mona is more of a slip-slop with a single toe strap.

"COLUMBIA IS a technology company," says Jackie Gouverneur of local distributor Wild Elements Apparel. "Everything we offer is backed by serious research and development, and our innovative technologies."

The footwear specific technologies used by Columbia include Techlite, Omni-Grip and Contour Comfort.

Techlite is moulded and durable for consistent support on inconsistent terrain and improves lightweight performance. It provides impact absorbing support, stability and protection, which means you

can go the distance in comfort. It was engineered specifically to provide superior comfort and cushioning, is

naturally antimicrobial, is easy to care for and is odour resistant. Additionally, the manufacturing process has environmental advantages – the moulding process reduces waste up to 30%.

Omni-Grip provides optimal traction for every environment by strategically blending specific lug zones and rubber compounds, for

example a typical water shoe outsole pattern would incorporate a moulded siped* zone for excellent traction on wet surfaces and a perimeter dry surface zone for traction on solid ground. There are four major categories in outer sole patterns: trail, winter, hike and water.

Contour comfort footbeds are constructed to interact with the natural contours of the foot, providing ideal support and all-day comfort. Three levels of support ensure a comfortable fit for all levels of activity: 1D (airflow ports, forefoot articulation, arch support zone, contoured heel cup), 2D (all 1D benefits plus firmer density stability component for additional support) and 3D (all 2D benefits plus shock-absorbing heel pod for added cushioning).

Additionally, Columbia footwear makes use of the Omni-Tech (waterproof breathable) and Omni-Shield (water and stain resistant) technologies.

Popular sandal styles to look out for from Columbia include the Techsun Flip (men and women), Watu D2 and Tillie Creek.

The Techsun Flip features a midsole consisting of Techlite moulded material with a contoured shape for cushioning and comfort and a non-marking Omni-Grip rubber compound outsole with a moulded siped tread pattern for both wet and dry traction. The nylon shank provides additional support.

The Watu has a synthetic nubuck leather upper with a quick drying stretch knit lining. The external moulded cage provides additional support and the outsole integrates a toe wrap protection.

Tillie Creek is a high performance water sandal that is designed for the athlete who craves challenges in the water. It features an innovative approach to heel lock and fits as well as a supportive and moulded footbed for greater comfort and performance. The upper has a perforated neoprene frame for dynamic fit and water resiliency, a speed lacing system for greater security without absorbing water and features a 3D Techlite heel for a conforming fit and technical heel lock down. The midsole consists of dual density Techlite for underfoot support and cushioning and the internal TPU shank provides torsional rigidity and support. Tillie Creek has a non-marking Omni-Grip dual rubber compound outsole for wet and dry traction.

Lifestyle:

Lifestyle/fashion sandals come in a variety of styles, with the latest look being the bootie sandal: a mixture of a flat bootie and sandal. These are very stylish and can be found in different designs and colours: from high-heels to flat boot sandals, they all look stylish.

Strappy sandals are big and bold, with a strong emphasis on buckles and flat thong sandals are always a favourite among consumers.

Gladiator styled sandals, inspired by the Roman Empire, are still a big trend. These come in a wide variety of colours, from neutrals to colourful sandals, and are usu- **To p22**



Columbia Tillie Creek



Columbia Watu

Introducing Cushe

Cushe® (pronounced 'Cushy'), distributed locally by Bar Global Trading, was launched in 2004. The UK brand aims to make something a bit different, unique and set apart from the masses, challenging the boundaries of footwear design rather than following trends set by others.

Mindful of today's increasing work hours and stress levels, the designers strive to create shoes for a lifestyle that is independent and individual. They also take particular care with the details – both those

that you can see as well as those you cannot. The latest manufacturing techniques and the most innovative materials are used to make

Cushe footwear conform to your foot's natural shape. This means comfort, protection and stability.

Locally the brand is divided into three categories: Coastal Supremacy, Universal Traveller and Urban Safari.

Coastal Supremacy draws inspiration from board sports, surf, skate and coastal living. Universal Traveller is a rugged robust and hardwearing range that is designed for outdoor sports and in transit. Urban Safari is a range of everyday essentials for exploring the city.



Cushe Manuka Wrap



Manuka Web

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ally made of soft leather. They come in flats, stilettos, ankle lengths, have fringes or are strappy styles. Refined structures, knotted or rhinestone details and bolder, metallic colours add funky vibes and a plus of individuality to any simple outfit.

DUE TO the huge success of the men's sandal Rangein, K-Swiss have launched a ladies sandal range for 2010 (Chloe, Zoe and Tatum) that is made of high quality materials. The design aims the product at the youth market as it hints at fashion with a difference.

FOR BRONX ladies, 2009 was all about soaring heights with sexy heels, this year your customers will be looking to strut their stuff in heels with platforms. Bright colours are all the rage this season — think turquoise, coral reds and soft gold. Sling back, peep-toed and wrap-around strappy platforms are the hot items for summer. Bronx has a range of easy to wear flat thong sandals in a variety of colours and styles

that are ideal footwear for long summer days. Look out of chain thongs and diamante sandals in summer brights. Their wedges are a good alternative to heels. They give consumers that little extra height and create a sophisticated and cosmopolitan look. The wedges offer comfort without sacrificing height. Bronx wedges are available in black, beige, choc, tan, pewter and nude that are ideal to pair with light and airy bohemian dresses.



Bronx Hero bootie sandal



Bronx Hero 3 diamante sandal



K-Swiss Tatum



K-Swiss Chloe

2010 range features a new outsole with deep flex grooves, a concave effect, and a low profile create a super feel while the soft uppers provide superior comfort.

The men's collection has some interesting graphics and pop colours, which tie in with the clothing collection. There is a F1 racing in-

spired design for a fast style with a narrower fit. Whether you require slides, thongs, toe wrap's, velcro closures, there is sandal that suits the needs of every consumer.

The women's range has been split into a fashion infused collection and a sport inspired collection, therefore having a broader appeal in the market and catering for a versatile wardrobe. Some soft crinkle patent upper materials are added to sparkle up the product. Styling from thin strappy cool pieces to full slides complete the collection.

The kids' collection caters specifically for boys and girls by having distinct models as well as colour ways.

* Siping is the process of cutting thin slits across a rubber surface to increase traction.



Puma Kitty Vogue for kids

Puma Future Big Cat thong for ladies

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