

## Water Ways

### The Original Muck

**Boot Co.**, producers of waterproof footwear for the great outdoors, is revealing its fashion side for fall with a series of trend-driven looks for men, women and kids, launching under the All-Terrain name.

Like the originals, the fashion collection is waterproof and includes such signature features as breathable AirMesh linings, a neoprene bootie for cushioning and insulation, and four-way stretch nylon linings for easy access. The 35-SKU collection includes women's styles (above) with corduroy and faux-crocodile print shafts, and a men's Chelsea boot. The line retails for \$45 for kids', \$60 to \$120 for women's and \$100 to \$140 for men's. Delivery is set for August.



## Pillow Talk

Novato, Calif.-based **Birki's** is adding an extra dose of comfort to its signature clogs and sandals this fall with the debut of the

Limited Edition collection, which features footbeds with enhanced cushioning.

The base of the shoe layers a memory foam footbed over a proprietary Soft Base EVA wedge midsole. Made for men and women, the four-pattern series is available in three colorways. Retail prices range from \$119 to \$135. Delivery is slated for August.



## Doctor's In

Renowned alternative medicine guru Andrew Weil is taking his wellness philosophy to the footwear market with **Weil Integrative Footwear**, a new line of men's and women's styles under license to Vasyli LLC of San Rafael, Calif. For his own line of sandals, shoes and slippers, Weil has incorporated Orthaheel orthotic technology, along with higher-end materials. Price points will be \$80 to \$130, and distribution will focus on better comfort independents and department stores. Prior to the launch of the collection, Weil had

endorsed Orthaheel products, which are meant to alleviate biomechanical problems. The Orthaheel orthotics, designed by Australian podiatrist Phillip Vasyli, who also owns Vasyli LLC, are said to reclaim one's natural footprint by restoring the foot's alignment, enabling the feet, ankles and legs to function as intended.

## Green Light

Footwear continues to make its contribution to the environmental movement with the launch

of Green, a series of eco-friendly, at-home looks from



### Green Market Services in

Brockton, Mass. The men's and women's collection of cozy styles includes a women's clog made of a cotton corduroy upper (above) that is hypoallergenic and biodegradable, while a fleece clog consists of 100 percent post-consumer-recycled polyester fleece. All styles feature heel-to-toe cushioning made of post-industrial-recycled foam and outsoles have a skid-resistant tread that is azo dye free. Set to launch in July/

August, the slippers will be available

boxed or on hanging chips. Retail prices range from \$20 to \$30 for men's and \$15 to \$30 for women's.

## Just Picked

Teaneck, N.J.-based **Aetrex Worldwide Inc.** is stretching the comfort limits with a colorful spring '10 collection of women's styles. The

Berries series of casual to tailored looks is made primarily of stretch fabrics and spandex that conform to the foot for a comfortable, customized fit. Inside, the shoes incorporate memory foam footbeds and the company's proprietary mosaic customization system so footbeds can be made to suit the needs of the wearer. Available in clogs, open- and closed-back Mary Jane styles, and tailored wedges, the shoes can be found in a variety of colors, including novelty lavender, orange, burgundy and olive.

