



POWER GRIP FOOTWEAR

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## LIZARD® Minimalist Footwear Is a Shoe-In For Spring/Summer 2012

*Leading Italian Outdoor Shoe Maker Scales to the Top with Latest Minimalist Shoe Innovations*

TRENTINO, ITALY (April 30, 2012) - [LIZARD® Footwear](#), internationally acclaimed Italian manufacturer of the first minimalist footwear, continues to make strides in the U.S. market with its Spring/Summer 2012 collection for outdoor enthusiasts. Offering an assortment of well-crafted Italian sandals and shoes, LIZARD's lightweight, minimalist construction keeps feet solely connected and grounded. Take a hike, ride a bike, paddle a stand-up paddleboard, or simply stroll in LIZARD's adaptable footwear featuring Vibram® outsoles and anatomically friendly footbeds.

"We believe shoes should be an extension of who we are. Our award-winning footwear is evolutionary in achieving this goal, touting innovative features and a natural barefoot motion," said Luca Pedrotti, president of LIZARD Footwear.

### The Heat Is On



Extremely lightweight, the **Kiota H2O** minimalist sandal, **in men's and women's styles**, features an aggressive tread pattern with a multi-directional traction grip to guide the soles over rough terrain. A Quick Fit fastening system and six-anchor footbed further distinguish these sandals from other minimalist species. It flaunts an

amphibious proprietary microfiber, and a specialized toe pad is lined with non-slip textured microfiber to provide maximum comfort while scaling wet surfaces. MSRP: \$99.

### Roam Freely

LIZARD's **Hull** also features an aggressive tread pattern and multi-directional traction grip. The soles are lightweight, flexible and provide an anatomically shaped, suede leather footbed for added toe protection and heel support. They adapt to match environments like sandy beach seascapes, rugged hiking landscapes and more. The Quick Fit fastening system and six anchor footbed enhances stability. MSRP: \$99.



### The Bare Minimum



LIZARD's **Kross** shoe is a mere extension of the body, featuring a lightweight Vibram rubber outsole and an anatomic footbed, in male and female versions. The proprietary Kyodo Sole promotes natural barefoot posturing, while a self-cleaning, multi-directional tread pattern ensures the best grip on rock, mud and wet surfaces. Microfiber and 3Dair mesh ventilate the foot. MSRP: \$89.

### Grips Like a Gecko

The **Fin Leather** LIZARD's flagship minimalist shoe design (1997) and best-seller, swaddles active feet in Italian crafted leather. Engineered with a Vibram outsole and an exclusive Quick Fit Fastening System that securely embraces the foot, the Fin grips like a gecko. MSRP: \$99.



### Shielded From the Elements

Winner of the Outdoor Industry Award, the **Shield Oversock**, an extremely thin, breathable, waterproof stocking, fits over socks to keep feet warm and dry in adverse weather conditions. The innovatively engineered ClimaSkin membrane (polyester with a proprietary PU membrane) allows adaptation to a change in the environment - like a lizard. Uses include marine sports, hiking, and bicycling. It comes in Shield over-the-calf (MSRP: \$45) and Shield mid-calf: MSRP: \$39.



Colors throughout the line include Smoke, Lime, Fire and Silver as well as Turquoise in select styles, and sizes run from 35-46 European (4 to 11.5 U.S.). Lizard Footwear is available in the U.S. through select outdoor and footwear retailers.

Rugged, tenacious, and innovative, Lizard Footwear was born in 1992 in the Dolomite Mountains of Northern Italy. Worn and tested by world-class outdoor athletes, the line features authentic outdoor sandals, shoes, boots and more. The number one sports sandal in Italy, Lizard can be found in 30 countries. For more information contact LIZARD U.S. at (646) 226-2844 or visit [www.lizardfootwear.com](http://www.lizardfootwear.com). For more information, samples or images, editors may contact On the Horizon Communications at (805) 773-1000, or [holly@thepressroom.com](mailto:holly@thepressroom.com).

