



Agency Contact: Jamie Relth; (805) 773-1000; Jamie@thepressroom.com
Client Contact: Dan Simas; (775) 322-0492, ext. 102; Dan@simcoimportedshoes.com

FOR IMMEDIATE RELEASE

Arcopédico Uncorks its Spring/Summer 2012 Line of Comfortable, Sustainable Shoes

Two New Cork Styles Contribute to the Brand's Biodegradable, Vegan, and Eco-Friendly Footwear Options

SPARKS, NV (March 20, 2012) – Pull out the Champagne bottles: Arcopédico has unveiled its new line of handmade comfort shoes for Spring/Summer 2012, featuring its two standout styles made with *cork*.

Springy, light, flexible, sustainable, and water-resistant, cork was a natural fit for Portugal-based Arcopédico's comfort shoe construction, explains General Manager Dan Simas, especially since Portugal is responsible for half of global cork production.

"Cork is lightweight and environmentally-friendly as a natural and sustainable resource, so it parallels Arcopédico's comfort shoe profile and adds to our eco-friendly portfolio of Lytech® shoes," Simas explains.

The casual, feminine maryjane-style **Scala** in cork (at right, also available in leather in several solid colors and a floral print; MSRP: \$145) features a tan, adjustable Velcro® strap and the standard black, twin-arch supporting sole. Comfortable and cute, the cork Scala stands up to a full day of wine tasting or sight-seeing and is also a great conversation or statement piece for eco-conscious consumers.



Simpler in style, the ballerina-flat **Jenna** shoe in cork (at left, also available in leather in solid black or floral designs; MSRP: \$149) has a leather-reinforced heel and trim for comfort and durability. Its sweet, earthy, and neutral-hued look pairs well with leggings, casual dresses and shorts of all colors for summer.



Offering further options for the eco-inclined, the Arcopédico **Lytech** line features a proprietary blend of fabrics that is Biocalce certified, biodegradable, lightweight, water-resistant and machine-washable. The line includes boot, bootie, slip-on and ballerina styles, such as the **L2** ballerina slipper (MSRP: \$79), whose light weight and slight shape make them perfect for packing into a carry-on. The flexible Lytech fabric conforms to the shape of the foot and allows healthy circulation for ultimate comfort all day long.

Arcopédico shoes can be purchased online at Zappos.com as well as at independent shoe stores throughout the U.S. Simco Imported Shoes, Inc. is the sole U.S. distributor of **Arcopédico** shoes. Arcopédico is located at 1480 Kleppe Lane, Sparks, NV 89431. For more information, contact the company at (775) 322-0492. **Editors seeking more information, images, or media samples may contact Jamie at Jamie@thepressroom.com or (805) 773-1000.**

