



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 Fall 2012 Shoes & Boots Match Modern Women's Eclectic Lifestyles

New Boots, Booties and Slides Designed for Comfort, Convenience and Classic Style

SPARKS, NV (May 1, 2012) – After more than 30 years in the high-end, hand-made comfort shoe industry, **Arcopédico** shows it knows how to define a woman from the feet up with its new line for Fall 2012. With looks for every mood and occasion, from fuzzy slippers to snakeskin booties, Arcopédico renews its commitment to providing lasting comfort and style for the modern women.



Feisty/Feminine

The Fall 2012 line gets in touch with its dressy, feminine side without losing its adventurous spirit with its new animal and floral prints. The **L19** bootie features a seductive faux-snakeskin made from Arcopédico's signature Lytech fabric, offering lightweight, water resistant, machine-washable freedom in a sole-supporting weather-ready shoe (MSRP: \$115, pictured right).

Meanwhile, the cheetah spots of the **L45** (MSRP: \$99) and the subtle floral print of the **L39** (MSRP: \$99) lend a fashionable flair to the simple "Mary Jane" shoes for a more versatile, wear-anywhere look. Made with Lytech and enhanced with leather straps and details, these shoes transition well from the office to the office party.

Sporty/Sleek

The Lytech **Leta** "sneaker" in red or black (MSRP: \$109, pictured right) is built for comfort, with its twin-arch soles and anatomical design—but does not sacrifice style. The spunky, sporty shoe "outsteps" sloppy old tennies with its sleek, perforated sides and self-adjusting ties. The machine-washable Lytech fabric makes these extra-practical play-shoes.



Stately/Sophisticated

Step up boot beats with the new **L31** tall boot and **N42D** booty from Arcopédico, offering the epitome of chic elegance to the well-bred walker. With its back lace-up design and new, shiny texture, the tall "riding boot" look of the **L31** appeals to a stylish woman, while its washable Lytech fabric and circulation-supporting flexible design stands up to the practical woman's critiques (MSRP: \$175). The smooth suede of the **N42D** booty updates the already popular style and helps it transcend from the comfort camp to the fashion-forward (MSRP: \$159, pictured left).

Luxurious/Lazy

Women won't need to choose between a luxurious or lazy-day look with Arcopédico's new sumptuous loafer and lined boot. The **Milan 2** boot (MSRP: \$139, in black or brown) features a faux-fur lining to keep feet warm this winter and fall and the sole is built to last, whether lounging by the fire or huffing through the yard for firewood. The slide-on **Fuzzy** also features a faux-fur lining, plus a soft, crocheted exterior, in black, beige, navy or maroon (MSRP: \$65, pictured right). Wear these skiffs around the house or from the airport to the hotel over long holidays for sheer luxurious comfort.



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.**

