



POWER GRIP FOOTWEAR

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Outdoor Retailer Summer Show - Booth #94

FOR IMMEDIATE RELEASE

LIZARD® 20th Anniversary Collection Keeps Minimalist Footwear Design on its Toes *Leading Italian Footwear Innovator Treads New Territory with 2013 Outdoor Sandals & Shoes*



TRENTINO, ITALY (June 20, 2012) - [LIZARD® Footwear](#), internationally acclaimed Italian manufacturer of anatomical sandals since 1992 and the first minimalist closed toe shoe in 1997, continues to blaze new trails in minimalist design with its 20th Anniversary Spring/Summer 2013 line.

Featuring the next generation of minimalist closed toe footwear, the 2013 line unveils LIZARD's new rugged, Vibram®-sole **Kross** shoe, now outfitted with cutting-edge details like Kevlar® or neoprene to thrive while scrambling, rafting or camping (the **Kross Amphibious** is pictured left). Transitioning from desert sands to river rapids, LIZARD redefines the outdoor sandal in styles like the new **Raven**, featuring re-engineered support technology for maximum traction on wet or dry terrains.

"We are proud to introduce a line that stays true to the LIZARD spirit of constant innovation for the last 20 years," said Luca Pedrotti, president of LIZARD

Footwear. "This collection presents new concepts, production technologies and state-of-the-art materials in minimalistic, functional and comfortable designs."

The 20th Anniversary Spring/Summer 2013 collection (with more than seven styles of minimalist shoes and 11 sandals) introduces ahead-of-the-curve technical materials; lightweight, flexible and anatomical construction; as well as bold new hues like **Fuxia, Blue, Red and Green**. Key introductions are as follows:

SHOES

Covering more territory in 2013, the popular **Kross** shoe family returns with **four new styles – Scramble, Amphibious, Terra and Neo**—designed to adapt to a variety of outdoor activities and settings. Featuring LIZARD's proprietary Kyodo sole made with flexible, low-profile and lightweight Vibram® rubber, the Kross shoes promote natural barefoot posturing and provide a self-cleaning, multi-directional tread pattern for optimal grip on rock, mud and wet surfaces. The new styles also boast the soft and flexible QuickFit fastening system and a 3Dair mesh upper and lining for maximum ventilation.



- **The Kross Scramble**, the first minimalist lightweight hiking and rock scrambling or approach shoe on the market, uses ultra-strong and durable Schoeller®-Kepron® fabric with Kevlar yarns for extreme abrasion-proof, and tear-resistant protection. (Black; MSRP: \$130)

- **The Kross Amphibious (pictured at top)** introduces a neoprene cuff in combination with quick-drying microfiber and 3Dair mesh upper with a bonded protective polyurethane buffer, for optimum breathability in wet or dry terrains. (Black Red, Black Green, Black and Grey; MSRP: \$110)
- **The Kross Terra** features a rubber toe bumper and heel for grip and protection while hiking, and a removable foot bed to provide custom cushioning. (Men's: Black Lichen and Black Green; Women's: Black Red and Grey; MSRP: \$120)
- **The Kross Neo (picture above-right)**, a lightweight, flexible and thin shoe, offers minimalist, yet protective foot coverage for the all-around camper in any outdoor activity. (Men's: Black Red, Black Green, Grey Grey and Black; Women's: Grey Black, Blue, Fuxia, Black Red, Black Green, Grey Grey and Black; MSRP: \$90)

SANDALS

The ground-breaking **Cocoon** sole, featuring an anatomical, zero-drop cupped foot bed for natural foot position, provides the foundation for Lizard's newest generation of high-performance, low-profile sandals. Innovative Lizardgrip® rubber offers lightweight flexibility and an aggressive tread pattern for multidirectional traction, grip and stability on rough terrain. Soft webbing uppers, the QuickFit fastening system and the **new seven-anchor design** (seen in the Raven and Kiota sandals) support the foot and improve lateral and medial stability.



- The sleek new **Raven sandal** (pictured left) stands apart with its new-for-2013 amphibious non-slip microfiber foot bed and seven-anchor design. Combined with a microfiber upper with abrasion protection pads, it locks in comfort and stability in wet or dry terrains (Black; MSRP: \$99).
- The updated **Nes, Hull and Kiota sandals**, available in bright and bold 2013 colors (Red, Green, Blue, Fuxia, Smoke and Black), come in updated standard or "H20" versions featuring suede leather or non-slip textured foot beds, respectively, for greater outdoor versatility. (Nes H20 W in Fuxia pictured at right; MSRP: Nes, \$89; Hull/Kiota, \$99)



Sizes throughout the LIZARD line 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. Interested dealers can contact LIZARD U.S. Sales Manager Martin Hak at (646) 226-2844 or martin.hak@aicad.com.

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. For more information, samples or images, editors may contact On the Horizon Communications at (805) 773-1000, or stephanie@thepressroom.com.

