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**FFANY New York, Feb. 5 – 7**  
**Tru Show San Francisco, Feb. 10 – 11**  
**Platform Las Vegas, Feb. 19 – 21**  
**Atlanta Shoe Show, Feb. 23 – 25**

## FOR IMMEDIATE RELEASE

### **Arcopédico® Announces New Waterproof and Rubber-Sole Shoes for Fall 2013** *Ice, Rains and Waves Meet their Match in Waterproof and Rubber-Soled Comfort Shoes for Women*

SPARKS, NV (January 23, 2013) – [Arcopédico](http://www.arcopedico.com), maker of high-quality, Portuguese-made women’s comfort and travel footwear, launches into the Fall 2013 season with new waterproof shoes as well as a wide variety of styles featuring a rubber sole. Built to endure the elements in style, the fresh looks and materials are designed to help keep women’s feet dry, comfortable and healthy—rain or shine.

Arcopédico General Manager Dan Simas says, “These more resilient, weather-ready additions provide increased versatility, durability and functionality. The enhancements build on Arcopédico’s signature patented twin-arch support, circulation support, lightweight construction and anatomical design.”

#### **WATERPROOF SHOES**



Helping women rise above fall and winter rains and puddles, Arcopédico introduces the black **W1 Waterproof Ankle Boot** (MSRP: \$205), a sturdy shoe with adjustable Velcro® straps to create the perfect fit, and durable polyurethane twin-arch soles for all day foot-comfort. Also in the waterproof category, the black **W2 Elastic Strap Waterproof Boot** (MSRP: \$279, pictured left) features a sleek mid-calf boot design with a slight wedge polyurethane sole and four stretch bands running along the calf to keep feet snugly secure in the boots, without pinching or circulation-loss.

#### **RUBBER SOLES**

The winter’s slippery pavement and icy streets have nothing on Arcopédico’s new line of rubber-soled, slip-resistant shoes in various styles. Providing improved traction and water-resistant protection, the styles allow women to walk with ease and confidence no matter what the conditions. The **R65 Boot**, for instance, features a tall rain-boot silhouette with leather upper on the foot, and a soft, stylish chenille-like carpet fabric along the calf, in red, purple or brown, with matching rubber soles (MSRP: \$239, pictured right). Lined with a luxurious faux-fur interior, the R65 will keep toes toasty, while improving walking stability.



In the loafer and bootie category, Arcopédico enters the scene with an array of enticing designs, built for superior comfort, and enhanced with rugged rubber soles. Among them is the **R2**, a penny loafer-inspired style made of Arcopédico’s patented Lytech machine washable, lightweight and water-resistant fabric and featuring a simple broad Velcro® strap over the bridge of the foot and a classic Chevron-pattern on the tongue (MSRP: \$114; available in taupe, brown, and black; pictured left). Heightening style with a wedge rubber sole and a laced upper, the **R61 Ankle Boot** (MSRP: \$135; available in black or brown) features a subtle glitter spiral design along the tongue.

**To make an appointment with Arcopédico at an upcoming tradeshow including FFANY New York (Feb. 5 – 7), Tru Show San Francisco (Feb. 10 – 11), Platform Las Vegas (Feb. 19 – 21), or the Atlanta Shoe Show (Feb. 23 – 25), or to inquire about information, images, or media samples, contact Karen at [Karen@thepressroom.com](mailto:Karen@thepressroom.com) or (805) 773-1000.**

[Arcopédico](#) shoes can be purchased at independent shoe stores throughout the U.S. Simco Imported Shoes, Inc. is the sole U.S. distributor of Arcopédico shoes. A family business, the company was formed in 1983 by Manuel and Virginia Simas after finding Arcopédico shoes during a trip to Portugal. Arcopédico is located at 1480 Kleppe Lane, Sparks, NV 89431. For more information, contact the company at (775) 322-0492, or visit [www.ArcopedicoUSA.com](http://www.ArcopedicoUSA.com).

