



PRESS RELEASE

STACY ADAMS FOOTWEAR FALL WINTER 2010 COLLECTION

Casual, sportive, young and refreshing define the heart of the Stacy Adams Fall Winter 2010 collection. Classic styles and silhouettes have been renewed to reflect the latest trends. Quality materials and statement colors prevail and the footwear fits many personal styles.

Stacy Adams combines refined Italian craftsmanship and superior suede, spazzolato, nappa and leather into high-class, stylish footwear. An innovative new outsole complements three shoe silhouettes with distinct uppers. With the label 'Made in Italy' the collection offers the functionality, security, modern design and reliability true to Italian footwear.

Stacy Adams's bestselling shoe silhouette, the Justin, is presented in ten different classic colors offering an elaborate choice to stylish men who aim to incorporate timeless style into their everyday lives. The cup sole complements the look adding a resistance and long-wearing factor longed by shoe connoisseurs.

Stacy Adams and men who know style have been a perfect fit for over 100 years. Founded in 1875 in Brockton, Massachusetts by William H. Stacy and Henry L. Adams, the Stacy Adams Shoe Company has long been a part of the American Culture. From the roaring 20's and the post war boom, to prohibition and the jazz era, Stacy Adams has been there. In 2000, Urban Trends Trading B.V. obtained the exclusive European license of the American brand Stacy Adams.

www.stacyadams-europe.com