

FASHION
FOOTWEAR
ASSOCIATION
OF
NEW
YORK



FFaNY

FASHION FOOTWEAR
ASSOCIATION OF NEW YORK

European/American **shoe size chart**

MEN'S SIZE <i>US/Euro Conversions</i>			WOMEN'S SIZE <i>US/Euro Conversions</i>		
US	Inches	Euro	US	Inches	Euro
6	9.25"	39	4	8.1875"	35
6.5	9.5"	39	4.5	8.375"	35
7	9.625"	40	5	8.5"	35 - 36
7.5	9.75"	40 - 41	5.5	8.75"	36
8	9.9375"	41	6	8.875"	36 - 37
8.5	10.125"	41 - 42	6.5	9.0625"	37
9	10.25"	42	7	9.25"	37 - 38
9.5	10.4375"	42 - 43	7.5	9.375"	38
10	10.5625"	43	8	9.5"	38 - 39
10.5	10.75"	43 - 44	8.5	9.6875"	39
11	10.9375"	44	9	9.875"	39 - 40
11.5	11.125"	44 - 45	9.5	10"	40
12	11.25"	45	10	10.1875"	40 - 41
13	11.5625"	46	10.5	10.3125"	41
14	11.875"	47	11	10.5"	41 - 42
15	12.1875"	48	11.5	10.6875"	42
16	12.5"	49	12	10.875"	42 - 43

Welcome!



Joe Moore
President & CEO,
FFANY

The Fashion Footwear Association of New York has been bringing footwear manufacturers and retailers, the industry players, together for thirty years. We are a not-for-profit trade association representing footwear manufacturers from around the world and are prominent members of the New York fashion community.

The goal of our tradeshows, held in February, June, August and December, is to create one exciting marketplace in New York City, the fashion capital of the world. Here, exhibiting footwear manufacturers and attending retailers can efficiently buy, sell and develop business networks. Now is the right time to put FFANY's unique combination of strategic alliances, insider knowledge, top quality service and determined resourcefulness to work for your business. We offer many benefits to your organization. It's an opportune time to be part of a group that puts your business interests first. It's our pleasure to assist as you, whatever your needs are. And it's our privilege to give back to the communities that support us.

We extend our warmest welcome to our new members. Let's walk forward together with confidence!

A Brief History of the Shoe

"If you rebel against high heels, take care to do so in a very smart hat."

George Bernard Shaw

From the last days of the Roman Empire and its laced sandals, right up to the high-heeled antics of the *Sex and the City* gals, the shoe has an astonishing, exhaustive and remarkable history.

The earliest shoes included the sandal and leather moccasin, though there is some evidence supporting the 'fur shoe' in cold climates; in cave culture, comfort definitely came before fashion. In ancient cultures, different types of sandal indicated rank and authority.

According to historical record, the shoestring (and attendant eyelet holes) celebrates its birthday on March 27, 1790 in England. Before this date, shoes were usually fastened with buckles.

The concept of right shoe/left shoe emerged in the mid-nineteenth century; prior to this invention, both shoes were made on the same straight last. By 1900, most shoes were made either wholly or in part on machines, as mechanical innovation revolutionized what had been a hand process.

The 1965 Beatles album wasn't the first rubber sole, pardon the pun! It was patented in 1899 and 'sneakers' — a term coined in 1917 — literally took off.

Today, from furry boots to sexy sandals and molded rubbery soles, we're always reminded of where we've been, even as we stroll into the future.

A Brief History of FFANY

founded in 1979, The Fashion Footwear Association of New York, known as FFANY, is a not-for-profit trade association representing footwear manufacturers globally.

FFANY is well-known for turning the shoe business into show business. Part the curtains and peek through the lights, and you will also will find a devoted service organization. FFANY is proud of its unique position as a standard-setting group that brings together buyers and sellers of fine footwear and accessory products. Its hallmarks are efficiency and effectiveness.

FFANY's primary focus is producing influential tradeshow: The New York Shoe Expo held at convention hotels such at the Hilton New York hotel, the Millennium Broadway hotel and the more than eighty FFANY member showrooms.

The strongest business networks start at FFANY events.

COMPLIMENTARY SERVICES PROVIDED AT TRADE SHOWS

- Wireless Internet Access at certain venues
- Help Desk - FFANY staff members available on-site for assistance
- Press Room at show venue
- Various discounts offered by NYC & Company

A complete description of FFANY membership benefits accompanies this brochure.



FFANY's Mission



FFANY's mission is to promote and assist the common business interests of its members, who include over 300 footwear manufacturers, representing over 800 fashion footwear, accessory and related apparel brands. FFANY extends its mission by being committed to philanthropy and by "giving back" to its members and the footwear industry. Through the generous donations of its members companies and its vital partnership with QVC, FFANY's charitable event "Shoes on Sale" has sold more than one million pairs of shoes and has raised over \$30 million for breast cancer research and education. FFANY has reached out to millions of women across America with an essential message about breast cancer awareness.

FFANY also supports scholarship programs and charitable organizations within the footwear industry, such as the Two Ten Footwear Foundation and Shoes that Fit.



HOW TO JOIN FFANY

Please complete the enclosed enrollment forms. The forms may also be obtained from our website, www.ffany.org. It's that simple!

The FFANY Team

212.751.6422



Joseph C. Moore
President & CEO
10 Years at FFANY
→ ext. 11 // jmoore@ffany.org

Joe has spent his entire career in the footwear industry. His impressive resume includes positions at Bullocks, Neiman Marcus, nineteen years as President & CEO of Charles Jourdan USA and nine years as SVP at Saks Fifth Avenue. Joe's contribution to the growth of FFANY and development of Shoes on Sale to the prestigious level that it is today, are very rewarding achievements.



Marie Lou Campo
Chief Financial Officer
7 Years at FFANY
→ ext. 14 // mlcampo@ffany.org

Marie Lou has spent over thirty years in the shoe industry, many of those as Executive Vice President at Charles Jourdan USA. While at Charles Jourdan, Marie Lou was a founding member of the original FFANY Board of Directors in 1979.



Phyllis Rein
Senior Vice President
20 Years at FFANY
→ ext. 15 // prein@ffany.org

Phyllis Rein has had an illustrious career at FFANY. Her responsibilities include all tradeshow strategic planning and management. From vendor relations, exhibitor sales and placement to contract negotiations, Phyllis is the 'heart and sole' of FFANY.



Shelley Berquist
Vice President,
Operations & Marketing
10 Years at FFANY
→ ext. 12 // sberquist@ffany.org

Shelley is responsible for show operations, travel programs, marketing and special events at FFANY. Prior to FFANY, Shelley was in corporate operations at Saks Fifth Avenue.



Nicole Rivers
Account Executive
Joined FFANY in 2008
→ ext. 16 // nrivers@ffany.org

Nicole is responsible for exhibit sales, client service and is the primary liaison for all FFANY member showrooms. She also manages brand promotion, sponsorship partners and press/media relations. Nicole's previous career experience includes showroom sales and event planning in the wholesale apparel industry.



Carrie Karmen
Executive Assistant
Joined FFANY in 2009
→ ext. 10 // ckarmen@ffany.org

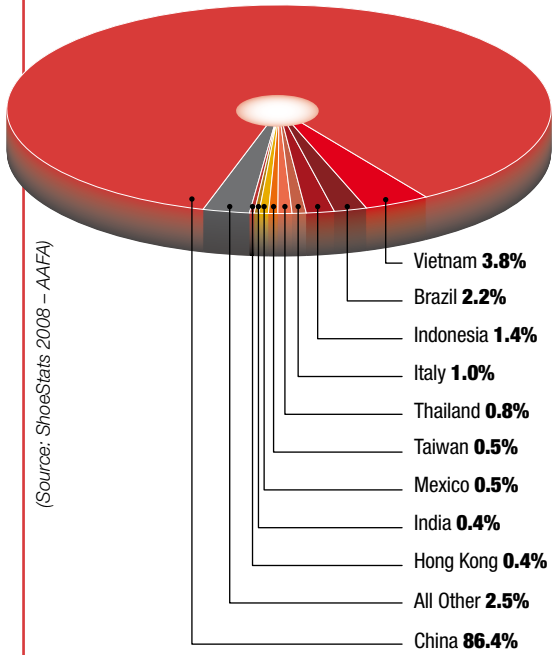
Carrie assists with FFANY Shoes on Sale, retailer relations, accounting and administrative coordination. Carrie previously worked at Nine West as a Showroom Manager, Trade Show Coordinator and Executive Assistant to the Divisional President.

PRESS INQUIRIES

For press and media inquiries, please contact **Nicole Rivers** at 212-751-6422 ext. 16 or nrivers@ffany.org



Top Ten U.S. shoe imports by country



USA Import Leaders by category

- Womens
- Athletic
- Childrens
- Mens

→ In 1980, **50%** of all shoes purchased in the USA were **made in the USA**

→ In 2006, **99%** of all shoes purchased in the USA were **made in other countries**

→ The U.S. consumed **2.4 billion** pairs of shoes in **2007**

→ The average woman in the USA owns **27** pairs of shoes

→ The average women's shoe size in the USA is **Size 8 - 8.5**

Shoes on Sale



QVC presents
FFANY
shoes on sale

Strength in numbers is more than a catch phrase when it's applied to the annual QVC and Fashion Footwear Charitable Foundation's (FFCF) "**FFANY Shoes on Sale**" event.

Thanks to our extraordinary network of donors and the unwavering support of the footwear industry, we've raised over **\$30 million dollars for breast cancer research** and sold more than **one million pairs of shoes**. This is the only endeavor of its kind that raises significant monies to exclusively fund innovative breast cancer research at facilities coast-to-coast.

Now, more than ever, we need to continue the great progress and promise achieved through funding research to eradicate this deadly disease. **You can help** this effort by: **donating shoes** to be sold on-air or in the Shoe Salon at the event; **support the event** in buying tickets for you and other friends; **make a contribution** to benefit breast cancer research and education.

You can be a hero and help achieve the goal of a cure.
Please join us!

FOR INFORMATION PLEASE CONTACT THE BENEFIT HEADQUARTERS
AT (212) 627-1000 OR EMAIL FFANY@RESEVT.COM.

FFANY Board of Directors '09 - '10



BOARD TITLE	NAME	TITLE	COMPANY
<i>Chairman</i>	Larry Tarica	President	<i>Jimlar Corporation</i>
<i>Vice Chairman</i>	Daniel Schwartz	CEO	<i>Schwartz & Benjamin, Inc.</i>
<i>President</i>	Joseph Moore	President & CEO	<i>FFANY</i>
<i>Treasurer</i>	Scott Silverstein	CEO	<i>Nina Footwear</i>
<i>Secretary</i>	Jim Issler	President & CEO	<i>H.H. Brown Shoe Co., Inc.</i>
	André Assous	President	<i>Ahhh... André Inc.</i>
	Rick Ausick	President, Authority Brands	<i>Brown Shoe Company</i>
	Anna Bakst	President, Shoes & Accessories	<i>Michael Kors Corporation</i>
	Joe Brennan	VP, Shoes	<i>Dillard's</i>
	Julee Butler	VP, DMM, Ladies Shoes	<i>Neiman Marcus</i>
	Vince Camuto	Chairman & CEO	<i>Camuto Group</i>
	Andrew Cohen	CEO	<i>Nine West Footwear Corp.</i>
	Greg Connors	President	<i>White Mountain</i>
	Roxanne Ehrenberg	CEO/VP Sales & Operations	<i>Donald J Pliner of Florida, Inc.</i>
	Ron Fromm	Chairman & CEO	<i>Brown Shoe Company</i>
	Sofia Haberman	Divisional VP, Shoes	<i>Macy's Inc.</i>
	Debbie King	VP, DMM, Women's Shoes	<i>Bloomingdale's</i>
	Blake Krueger	CEO & President	<i>Wolverine World Wide, Inc.</i>
	Steve Madden	Founder, Creative & Design Chief	<i>Steve Madden</i>
	Tracy Margolies	VP, DMM, Women's Shoes	<i>Saks Fifth Avenue</i>
	Jack Minuk	Executive VP, GMM, Corporate Shoes	<i>Nordstrom</i>
	Tsering Namgyal	President	<i>CL by Laundry</i>
	David Neri	Executive VP	<i>Belk</i>
	Tim O'Donovan	Chairman	<i>Wolverine World Wide, Inc.</i>
	Tony Pelle	Group VP, DMM	<i>Macy's, Inc.</i>
	Chuck Schuyler	President	<i>National Shoe Retailers Assoc.</i>
	James Seuss	Chairman, President & CEO	<i>Cole Haan</i>
	Stuart Weitzman	Chairman	<i>Stuart Weitzman</i>

Related Industry Associations



American Apparel & Footwear Association

AAFA is the national trade association representing apparel, footwear and other sewn products companies and their suppliers, which compete in the global market.



→ Contact Information

Maureen Storch
VP Membership
(T) 703.797.9047
mstorch@apparel and footwear.org

Footwear Distributors and Retailers of America

FDRA shall advocate its members' interests, especially in free trade, and keep its members well informed on all important issues that advance commercial interests common to the membership.

The FDRA is a non-profit organization dedicated to promoting the free flow of footwear into the U.S. and throughout the world. FDRA represents the industry's leading retailers, wholesalers, brands, and buying agents, as well as key overseas footwear suppliers, with our members accounting for approximately 80% of all footwear sales in the U.S. FDRA serves as an advocate on issues affecting our members and the footwear industry as a whole, and through year-round publications and conferences, remains the industry's source for news and education.



→ Contact Information

FDRA
1319 F Street, NW, Suite 700
Washington, DC 20004
(T) 202.737.5660
(F) 202.638.2615

Matt Priest, President
mpriest@fdra.org
Stephanie Ward, Director of
Marketing and Communications
stephanie@fdra.org

National Shoe Retailers Association

NSRA's mission is to significantly improve the business performance of our members through exceptional educational programs, vital cost-saving business services, industry-wide informational resources and powerful networking opportunities. For a free copy of *Shoe Retailing Today*, email your mailing address to info@nsra.org. For information on membership services, contact fred@nsra.org.



Educational Programs Business Services

- Conferences
- DVDs
- Distance learning programs
- Books
- *Shoe Retailing Today* (magazine)
- NSRA Online
- Shipping & freight (inbound & outbound)
- Payment processing
- Lease negotiating

Two Ten Foundation

Two Ten Foundation is committed to strengthening the footwear community with financial, social and educational support and services while nurturing community building and volunteerism.

Programs & Services provided include financial assistance, community resources, scholarships and community service.



210 FOOTWEAR FOUNDATION
SHOEPEOPLE HELPING SHOEPEOPLE™

→ Contact Information

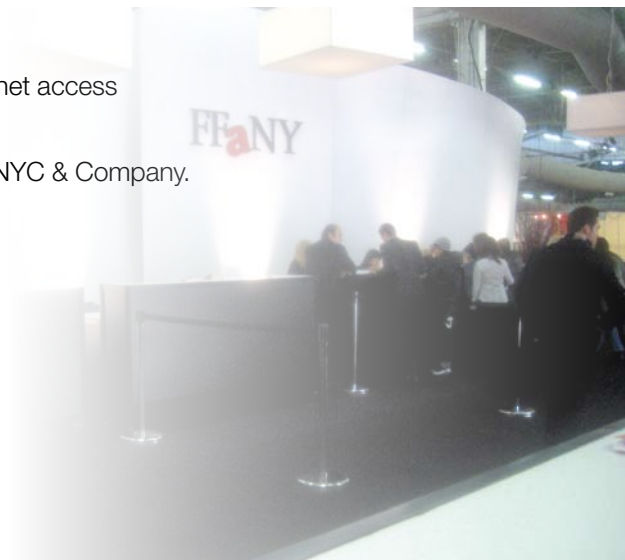
(T) 800.346.3210
www.twoten.org



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ember benefits include:

- **Trade Show Participation** - Eligibility to participate in FFANY New York Shoe Expo's four times per calendar year (pricing available per show).
- **Showroom Participation** - Eligibility to list your New York showroom in FFANY New York Shoe Expo directories four times per calendar year (pricing available per show).
- **Retailer Lists** - Access to extensive retailer lists and maintained key account lists provided on CD Disk.
- **Website** – Company, Brands, Contact and Website information listed on ffany.org.
- **Advertising** - Over \$300,000 of advertising is placed promoting the New York Shoe Expo in footwear trade publications. When exhibiting, your company will be included in publications such as Footwear News, Footwear Plus, Footwear Intelligence, Moda Pelle and various others.
- **Postcards** - FFANY New York Shoe Expo invitation postcards provided for FFANY Market Weeks upon request.
- **Hotels** - Special discounted rates for sleeping rooms at various hotels located in New York City.
- **Airlines** - 5% airline discounts for American Airlines and Jet Blue.
- **Charities** - The opportunity to participate in charity events FFANY sponsors, such as QVC Presents "FFANY Shoes on Sale" (an event for Breast Cancer Research & Education), Two Ten Footwear Foundation and Shoes that Fit.
- **Networking** - Invitations to FFANY special events such as cocktail parties, fashion shows and dinners sent automatically.
- **Information** - FFANY newsletters and/or brochures.
- **Ads** - Advertising discounts at select industry magazines.
- **Complimentary Services** - Press area and wireless internet access provided at certain venues.
- **Special Offers** - Various offers and discounts offered by NYC & Company.



FFANY Trade Show Calendar & Hours

New York Shoe Expo

December 2-4, 2009
WEDNESDAY – FRIDAY

**Hilton New York Hotel (Sixth Avenue between 53rd & 54th Streets)
and participating FFANY Member Showrooms**

Hilton New York Hotel – Americas Hall I & II and show floors
Registration located on 3rd Floor, outside Americas Hall I

Show Hours:
December 2 & 3 → 9:00 – 6:00 pm
December 4 → 9:00 – 4:00 pm

February 2-4, 2010
WEDNESDAY – FRIDAY

**Hilton New York Hotel (Sixth Avenue between 53rd & 54th Streets)
and participating FFANY Member Showrooms**

Show Hours:
February 2 & 3 → 9:00 – 6:00 pm
February 4 → 9:00 – 4:00 pm

FUTURE NEW YORK SHOE EXPO DATES

Hilton New York Hotel (Sixth Avenue between 53rd & 54th Streets)
and FFANY Member Showrooms

- June 8-10, 2010
- August 3-5, 2010
- December 1-3, 2010*

* TRADE SHOW DATES AND
VENUE SUBJECT TO CHANGE.
PLEASE CONTACT FFANY TO
CONFIRM ALL SHOW DATES.

View Exhibiting Brands, Retailer PreRegistration, Book Hotel & Travel:
Visit www.ffany.org or call 212.751.6422: Exhibitors ext. 15 or 16, Retailers ext. 10



Follow FFANYShoeShow and FFANYSOS
Fashion Footwear Association of New York (FFANY) and FFANY Shoes on Sale



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