

## Naya(R) Shoes' Spring 2011 Collection Debuts in Stores

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### *Footwear Brand Designed to Leave Softer Footprint on Earth*

Brown Shoe Company, Inc. (NYSE: BWS) ([www.brownsheo.com](http://www.brownsheo.com)) introduces its second spring collection from **Naya(R)**, a brand of beautiful, comfortable shoes that are designed to leave a softer footprint on our earth. The line launched for Earth Day 2010 and has continued to captivate women with its beautiful styling and premium comfort features.

(Photo: <http://photos.pnewswire.com/prmh/20110317/DA66956>)

Naya shoes are infused with vibrant colors and creative details, and feature wearable heel heights, leather linings and plush cushioning for premium comfort. Naya's Spring 2011 line includes seven beautiful collections that epitomize the relaxed, natural attitude of the brand:

- **Perfecta** - Inspired by light shining through leaves on a lush green tree
- **Lovely Lacing** - Features feminine lacing details to make even the simplest outfits stand out
- **Zig Zag** - Perfectly combines casual details and a feminine look
- **Sugar Magnolia** - Inspired by spring flowers in full bloom
- **Criss Cross**- Features beautiful, hand-burnished leathers that will complement any look
- **Soft Draping** - Soft, supple leathers make these styles super comfortable, while giving a beautiful lux appeal
- **Bamboo** - Bamboo-inspired buckles can carry a classic outfit on their own, or spice up even the most ethnic-patterned ensembles

"Naya's Spring 2011 collection provides effortless statement pieces for any wardrobe and captures the season's hottest fashion trends including desert and military inspired looks. This collection features classic silhouettes and pairs them with style touches such as bamboo wedges, floral ornaments, leather cut-outs, buckles, knotted details and earth-toned hues for every shoe-loving fashionista," said Naya Designer Kasey Gibbs.

Naya shoes include a padded comfort system with the arch and foot bed support needed for all-day wear as well as flexible platforms.

Whenever possible, the Naya collection includes:

- vegetable tanned leathers
- natural or recycled content fabrics
- foot beds and outsoles containing natural cork
- water-based cements
- boxes made with 80% recycled paper pulp, soy-based inks and water-based glue
- reusable shoe bags and shoe forms made with recycled PET

Naya has continued its partnership with national non-profit [Soles4Souls](http://Soles4Souls.com) for Renew Your Soles, a nationwide shoe donation and recycling initiative designed to keep shoes out of the landfill and help people in need. Since October 2010, Naya has helped collect more than 2,800 shoes through Renew Your Soles. To donate footwear, people can go to [NayaShoes.com](http://NayaShoes.com), fill out the online form and mail a pair of gently worn shoes to Soles4Souls. As an added bonus, donors will receive a coupon for \$20 off their next \$80 or more purchase on shoes.com. Soles4Souls will also mail the donor a receipt for their tax deductible donation. Donated shoes that cannot be worn are recycled.

Naya is available in stores and online at Nordstrom and Dillard's as well as Zappos.com, Piperlime.com, shoes.com and PlanetShoes.com; and in more than 60 independent and specialty stores. In April, Naya will be available on Amazon.com as well as Endless.com. Naya is also in select stores throughout the world including 20 countries within Asia, Australia and North America, such as: Canada, Germany, Greece, Japan and the United Arab Emirates. Visit [NayaShoes.com](http://NayaShoes.com) to view the line and find a complete list of retailers. Interact with Naya on Facebook ([www.facebook.com/NayaShoes](http://www.facebook.com/NayaShoes)) and Twitter ([@NayaShoes](https://twitter.com/NayaShoes)).

**About Brown Shoe Company, Inc.**

Naya is a brand of Brown Shoe Company, Inc. Brown Shoe is a \$2.5 billion global footwear company. Brown Shoe's Retail division operates Famous Footwear, a leading family branded footwear destination with over 1,100 stores nationwide and e-commerce site [FamousFootwear.com](http://FamousFootwear.com), approximately 260 specialty retail stores in the U.S., Canada, and China primarily under the Naturalizer brand name, and footwear e-tailer [shoes.com](http://shoes.com). Through its wholesale divisions, Brown Shoe designs and markets leading fashion and athletic footwear brands including Naturalizer, Dr. Scholl's, LifeStride, Sam Edelman, Franco Sarto, Via Spiga, Etienne Aigner, Vera Wang Lavender, Avia, ryka, And 1, and Buster Brown. Brown Shoe press releases are available on the Company's website at [www.brownsheo.com](http://www.brownsheo.com).

**Language:**

English

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