

WSATODAY
WORLD SHOE ASSOCIATION

| The Professional's Source for
Products & Trends in Footwear and Accessories

Footcandy Is Dandy

A NEW DESIGNER SHOE BOUTIQUE BRINGS "DECADENT FUN" TO SOUTHERN CALIFORNIA

LOS ANGELES (Sept. 19, 2006)--The newest branch of the upscale shoe boutique Footcandy opened its doors in the Brentwood neighborhood of Los Angeles, and already the store is buzzing.

Footcandy co-owners Xiomara Zelaya and Robyne Wilson (seated) step into retail

Delivery men are dropping off new shipments, camera crews are stopping in to cover the opening and pedestrians are wandering in off the street to investigate. It seems that the selection of **Manolo Blahniks**, **Christian Louboutins** and **Jimmy Choos** is a perfect fit for this upscale neighborhood. People have come into the store and started crying," co-owner Robyne Wilson says with shockingly little surprise in her voice. "One woman asked if she could hug me. We're the first store to bring these shoe lines to the west side, and people are really grateful."

A shopper exits the Brentwood branch of Footcandy

The decision to open in this neighborhood, just west of upscale retail haven Beverly Hills, stems from co-owners Xiomara Zelaya and Wilson's own shopping requirements. "We both live in the area, and in the past when we wanted to shop we had to drive to Neiman Marcus or other stores in Beverly Hills," Zelaya says. "Even though it's not that far, in Los Angeles traffic it's quite a haul. People like to stay and shop in their own community."



