

## News release

### Take little feet from the beach to the street with Start-rite's Spring/Summer '09 collection

Start-rite's Spring/Summer '09 collection features a diverse range of styles to suit all lifestyles, whether sporty and outdoorsy, casual or dressy.

The collection comprises three core themes: camping and the great outdoors feature prominently in the Jamboree theme, which incorporates camouflage print and fisherman sandals for boys and moccasins and hand stitched appliqués for girls, whilst Saharan Trail draws on African influences with rich spicy colours and sand-wash finishes. In stark contrast, South Bank introduces a sporty, 'street' story with bright luminescent colours, metallic trimming and new sporty uppers.

#### Pre-walkers



Boys' pre-walker **Little Brave Tot** combines premium leather with a secure buckle fastening to ensure perfect comfort and fit, whilst the moccasin fronted T-bar provides a nostalgic and ethnic feel reminiscent of the Jamboree theme. (Colours: Tan Leather\* Navy Leather, Sizes: 2-5 (E\*)FGH, RRP: £22.00).

New to the collection for girls, **Mini Ha Tot** captures boho chic with ethnic detail on the front panel, a fringed collar and moccasin design. All pre-walkers in the range are machine washable at 40°C. (Colours: Tan Leather, Sizes: 2-5 EFGH, RRP: £24.00).



#### First Shoes



Demonstrating the street influence in the first walking shoe collection for boys is **Badge**. Available in contrasting materials and colours with sporty vamp panels, fun badge embossing and twin return riptape fastening, Badge provides a secure fit for

adventurous little feet. (Colours: Navy, Brown, Sizes: 3-8½ EFGH, RRP: £32.00).

**Rosabel** is a lightweight and flexible first shoe for girls. It features a pretty, delicate design with butterflies and sequins, which little girls will love, and the dyed-through leather will ensure they are kept looking great for longer. (Colours: Sorbet Pink Leather\*, Black Patent, House Pink Leather\*, Sizes: 3-6½ EFG(H\*), RRP: £30.00).



## Sandals



Featuring characters from the Start-rite ‘When I Grow Up...’ campaign, **Pit Lane** is a great fun sandal for little boys, ideal for beachwear as it is made from neoprene with an EVA insole making it lightweight and water resistant. The double adjust return riptape fastenings combined with a closed back and open toe provide maximum comfort and a secure fit. (Colours: Khaki, Navy, Sizes: 20-26, RRP: £19.00).

**Saffron** is a great summer sandal for little girls. Available in Sorbet Pink dyed-through leather with floral embellishment on the straps and printed design on the socks, this sandal is lightweight and flexible yet still provides a snug fit with double adjustable, return riptape fastenings. (Colours: Sorbet Pink Leather, Sizes: 19-26, RRP: £30.00).



## Canvas



The popular ‘When I Grow Up’ characters make a return appearance on **Space Cadet**, a canvas shoe perfect for little space enthusiasts. Featuring colourful embroidery on a navy blue base, this shoe includes an appliqué rocket motif on the left foot and an astronaut on the right. The buckle fastening and padded collar offer maximum comfort. (Colours: Navy, Sizes: 4-8½ EFG, RRP: £15.00).

**Pop Art** showcases Start-rite's new Fun canvas unit which extends the size run of this popular range from 4 to 12½ (previously only available up to 8½). This lightweight profile offers both heel and toe protection to the larger size split. True to its name, **Pop Art** illustrates a bold, colourful design with its bright fuchsia canvas and stripey toe and sock finish.



The characters add a creative flair to this style which, like all of the canvas collection, is machine washable at 40°C, making it perfect for messy young artists. (Colours: Pink Sizes: 4-8½ EFG RRP: £15.00, Sizes 9-12½ EFG RRP £16.00).

### **Activewear**



New to the girls' Activewear collection **Go Girl!** is made from soft, premium leather and features interchangeable riptape fastenings, which are available in two designs so that the trainers can be customised by their wearer. The combination of the classic white trainer with turquoise and blue accents that continue on to the sole provides an eye-catching and sporty finish. (Colours: White Sizes: 7-10½ EFG RRP: £35.00).

**Bounce** is influenced by the re-emergence and growing trend of the Rubik's® cube with its colourful, dynamic design and fresh colourway. For a truly contemporary look, this style features one changeable fabric and one rubberised fastening. The lightweight and flexible units make Bounce, along with all styles in the activewear range, the perfect shoe for out-of-school wear. (Colours: White/Red, Black Leather, Sizes: 7-10½ FG, RRP: £35.00).



For further information about Start-rite visit [www.startriteshoes.com](http://www.startriteshoes.com) and for retail enquiries call +44 (0)1603 595200.

**-Ends -**

\*Width fitting/size not available in all colour ways

### **About Start-rite**

Start-rite is a world leader in children's fitted footwear and the first UK brand to retail its products online. Recognised in more than 35 countries for superior quality, style and fit, Start-rite has been entrusted by generations of parents to care for children's feet.

Start-rite offers stylish fitted footwear from pre-walkers to sporty casuals and smart school wear, cool sandals, cosy slippers and fun wellies, as well as the timeless English Classics collection.

Start-rite offers children's shoes in whole and half sizes and multi-width fittings, helping to ensure the best possible fit for every child.

**For more information on Start-rite, the new transactional website [Start-riteshoes.com](http://Start-riteshoes.com) and/or to request samples please contact**

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