

**THE FASHION HOUSE DESIGNER FOOTWEAR LINES, RICHARD TYLER,
EMBRACED BY WSA ATTENDEES**

Tyler.by Richard Tyler Bridge Shoe Line is Break-out Star

FOR IMMEDIATE RELEASE - Los Angeles, Calif., The Fashion House under the direction of John Hanna applauded World Shoe Association Interim Shoe Manager Tony Calanca's changes at this year's convention that occurred early this fall. Hanna says, "We were very happy with the more integrated approach for product mix across the board. The mixing of shoe categories, market segments, and brands on different floors added positively to the flow and traffic into our Richard Tyler and Tyler.by Richard Tyler booths this year, like we've not seen in the past."

Hanna wasn't the only one that noticed the reorganization on the convention floors --- attendees were able to see a more diversified presentation. The opportunity to view other designers and manufacturers, rather than destination-only shopping on level one where traditionally Coach and Ralph Lauren have resided, was a welcome first. He also noticed a trend of much more avant garde styles, as well as, dramatic and theatrical designs, which is reflected in The Fashion House's offering. In general, The Fashion House felt the show was tighter and more controlled than in recent years, opening their category up to more interest while still maintaining a level of exclusivity.

The star of the show was Tyler.by Richard Tyler. "Wow factor . . . was the general response from buyers," says Operations Manager Nikki De La Torre. "The Tyler.by Richard Tyler line is not only being embraced by Nordstrom's, Federated, and other retailers, but growing into a phenomenon with interest from many sectors of the market. We're being told the line fills a huge gap in price point with a quality shoe that's fun in a wide variety of styles," adds De La Torre.

The Tyler.by Richard Tyler Spring/Summer 2005 line pops with uber feminine but playful styles, ranging from neutral colors such as nude and sand to the vibrancy of lime green, hot pink and turquoise hues. The high energy palette matched with a variety of delicate fabrics, like chiffon and raw silk have been a hit with buyers. The Jalitza style among others, are expected to fly off the shelves.

WSA reconfigured floor plan was a boon for The Fashion House which expanded their presence 100% this year between three footwear lines from February's show. Spring/Summer 05 styles from the couture line of Richard Tyler, and bridge category Tyler.by Richard Tyler Footwear were substantially expanded. In addition, The Fashion House was able to show the close association it nurtures with Richard Tyler through a multimedia format featuring the latest images from the designer's runway shows. Hanna explains, "We don't sell shoes, we sell fashion. We're working to expand the image while keeping it all inclusive. We understand the customer that buys a Richard Tyler gown, wants a Richard Tyler handbag and Richard Tyler shoes."

The Fashion House, a design, manufacturer, and licensee for women's designer footwear include the Richard Tyler Couture and Tyler.by Richard Tyler shoe lines. The in-demand styles from couture and tailored to trend-setting and irreverent are available at upscale retailers and other fine stores. For more information on the new industry leader, please visit www.thefashionhouseinc.com and for media inquiries, contact Steve Valentine, steve@thefashionhouseinc.com.