

## **RICHARD TYLER FOOTWEAR EMBRACED BY WSA ATTENDEES**

*tyler.by Richard Tyler bridge collection showed well with buyers and media*

FOR IMMEDIATE RELEASE – Los Angeles, Calif., The mood at this season's WSA, World Shoe Association Convention in Las Vegas, was one of heightened anticipation. While waves of buzz trickled across the country from New York to the West with news of Richard Tyler's Delta Commission debut, **Richard Tyler Footwear** at the Venetian and Mandalay Bay was being embraced by buyers and media alike.

The elegance and sophistication of Tyler's designs are evident in both lines of footwear, couture and bridge. The comfortable Tyler.by Richard Tyler **RAQUEL** was a hit with buyers from Nordstrom's to Federated. The shoe's functionality and flexible construction combined with the expert tailoring details for which the designer has become renowned was seen as a hot new trend. Traditional men's accents of pin striping, crocodile, and perforated detailing on the toe's perimeter are married with a flexible rubber sole and chunky-yet-sleek heel. The Raquel is available in black, brown, teal and plum in kid suede with croc leather. The high fashion cap square toe look is a pleasant diversion from previous season's glut of pointed toe designs. **Entertainment Weekly's** Brook Reiss commented, "The collection as a whole is so fresh and different from anything I've seen. The line makes a statement while still maintaining a classic look."

Other fashion and lifestyle journalists that moved through the **tyler.by Richard Tyler** booth at the Mandalay Bay were drawn to a more theatrical design of the more than 70 styles presented. The **FRANKIE** in a multi-colored python print on Whipsnake was a standout where embroidery detailing dominated the market. The round toe evolved from previous seasons now with a snappy cut-out detail giving a nod to the 1960s. It's definitely a look that television's "That Girl" would have worn on the streets of Manhattan. The complex variance of color in the bridge collection of Wine Multi, Natural Multi/dark brown, and Purple Multi is a nice contrast to its more subdued couture counterpart in Richard Tyler Couture footwear.

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 to tailored, to trend-setting and irreverent are available at upscale retailers. For more information and media inquiries, contact 323.939.3031.