



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:

Hilary Abbott
Hilary Abbott Communications, Inc.
(770) 753-8144
hilary@hacommunications.com

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Jenevieve Froncek
pediped® footwear
(702) 567-0311 Ext. 1030
Jenevieve@pediped.com

pediped® Summer 2020 is all NEW: NEW styles, NEW materials, NEW colors

Henderson, NV (April 2020) pediped® just ushered in an array of new styles with the debut of its Summer 2020 Collection. Included among these new styles will be the introduction of trending details, laminated glitters so no mess is left behind, and not to forget; machine washable shoes, to give mom a little stress-break.

Spring/Summer 2020 Collection: Motivated by complimentary colors and textures, pediped® developed its 2020 Spring/Summer collection to capture one of a kind aesthetics through unique combinations of new hues, textures and patterns in these must see (must have) designs. With a soft neutral color pallet, we were able to capture the NOW while staying true to our classic silhouettes.

Some standout styles featured below:

Originals®: For Baby (Newborn to 2 years)

- Soft-sole and flexible, these shoes are recommended by pediatricians and podiatrists, as the design closely mimics barefoot walking, and does not force a child to change their natural stride. Each style is lined with a slip-resistant leather sole and includes pediped® patented signature hand-stitching, allowing for a breathable shoe.
- *Originals®* styles retail starting at \$39.95 and are available for children in sizes newborn to 24 months.

Katelyn Rose Gold (\$39.95), Dani Light Grey (\$39.95), Flower Power Orchid (\$39.95), Rainbow White (\$39.95)



Visit <https://www.pediped.com/baby> for 80+ Spring/Summer styles and colors for baby!

Grip 'n' Go™: For Toddler (Children 9 month to 3 years)

- *Grip 'n' Go™* styles provide a smooth transition for children learning to walk with a more confident stride. All *Grip 'n' Go™* shoes include *G2 Technology™*, which contains a specialized soft rubber sole for additional cushion, rounded edges that mimic the natural shape of a foot to help with stability, a grip zone for additional traction, and a soft toe box that allows toes to curl and grip the floor. Varied styles come with additional features such as *Memory Foam Technology™*, and machine-washable capabilities.
- *Grip 'n' Go™* styles retail starting at \$45 and are available in EU sizes 19-23, US kids 4-7.

Nikki Rose Gold (\$50), Gustan Blue Lime (\$45), Dani White/Grey (\$49.95), Jake Blue Stripe (\$51)



Visit <https://www.pediped.com/toddler> for 90+ Spring/Summer styles and colors for toddlers!

Flex® For Confident Walkers (Children 1 to 6 years)

- For those who have developed a solid, natural stride, *Flex®* combines high quality materials and advanced technology to create the perfect, stylish choice for all-day comfortable wear. Most styles include the *Flex Fit System™*, which offers a customizable fit with the use of additional insoles, extending the life of a pair of shoes up to two months. To top it off, a cushioned arch support and flexible rubber soles ensure coziness and ongoing healthy foot development.
- *Flex®* styles retail starting at \$39.95 and are available in EU sizes 20-36/ US 5 kids-4.5 youth (available sizes vary by styles).

Dani Navy/Red (\$56.95), Dani Blossom (\$56.95), Sydney Tan (\$52), Barbara Nautical (\$52)



Visit <https://www.pediped.com/bigkid> for 130+ Spring/Summer styles and colors for your Confident Walkers!

For more NEW Spring/Summer 2020 styles and colors, visit <https://www.pediped.com/new-arrivals>!

About pediped®

pediped® Footwear was founded in 2005 by Angela and Brian Edgeworth in their quest for the perfect soft-soled shoe for their first daughter. Exceptional quality, unsurpassed comfort and distinctive styling have made the award winning company the fastest-growing children's footwear brand in the United States. pediped® Footwear has been awarded the American Podiatric Medical Association Seal of Acceptance for the promotion of healthy foot development.

pediped® footwear is sold in over 300 stores in the United States and worldwide with an offering of more than 120 designs for boys and girls between their three lines, *Originals*®, *Grip 'n' Go*™ and *Flex*®.

-*Originals*® (soft-soled shoes for newborns to age 2)

-*Grip 'n' Go*™ (thin rubber-soled shoes for children ages 9 months to 3 years)

-*Flex*® (rubber-soled shoes for children 1 to 6 years) are available in EU sizes ranging from 20 to 36.

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For more information, visit www.pediped.com or call 1-702-567-0311. LIKE on Facebook at [/pedipedfootwear](https://www.facebook.com/pedipedfootwear) and follow on Instagram [@pedipedfootwear](https://www.instagram.com/pedipedfootwear).