



BRIAN JAMES™

FOR IMMEDIATE RELEASE

Hilary Abbott
Hilary Abbott Communications, Inc.
(770) 753-8144
abbottcom@mindspring.com

-or-

Hillary Frei, Director of Marketing
Brian James Footwear
(702) 352-2573
hillary@pediped.com

Debuting Brian James™ New Essential Women's Footwear Collection Spring/Summer 2013

Comfort and style highlight line from Angela Edgeworth, founder of pediped®, award winning children's footwear brand.

Henderson, NV (March 2013)-- Angela Edgeworth, founder of the award-winning and fastest growing children's footwear brand, pediped®, launches the debut collection of Brian James™, a footwear line for women. Edgeworth was inspired to develop a women's line following years of countless requests from moms, celebrities and fans who were seeking the same quality, comfort and style they learned to love from pediped®.

"After two years in the making, I'm thrilled to see this line come full surface. Sketch after sketch, our focus remained the same," said Edgeworth. "It was to create a line that was stylish and timeless while providing an extreme level of comfort. Now that we've completed Brian James™, women everywhere can finally enjoy the fashion in comfort!"

Refusing to sacrifice comfort and quality, the collection highlights season essentials that are certain to become a staple in any woman's wardrobe. Brian James™ reflects a sense of timelessness and relaxed elegance, focusing on luxurious fabrics and a perfect fit. Each Brian James™ style offers a soft, flexible sole and all leather uppers and linings. This line meets the needs of every trendsetter's desire for style and every shopper who puts comfort first.

Brian James™ Spring/Summer 2013 Collection features four different styles that are guaranteed to transcend season after season. At \$98 a pair, the **Katherine, Chantal, Angelle, and Angie** offer an affordable, easy-to-wear, high-quality option for women who adore fashion as much as comfort. The collection is available in EU sizes 36-41 (US 5.5-11).

Katherine Sandal

- Quintessential leather sandal available in noir and cognac.
- Sleek silhouette enhanced with sheep leather and a cushioned footbed, elasticized ankle straps and flexible outsole create the ultimate sandal that is not only stylish but comfortable.

Chantal Sandal

- An elegant blend of style and comfort available in noir and cognac.
- Strappy, sophisticated and stunning, this luxurious design features soft silky cow suede, ankle support, cushioned footbed, and a flexible outsole.

Angelle Sandal

- A go-to sandal for all occasions is available in noir and cognac.
- Designed with a soft, silky cow suede that features a velcro ankle strap for increased adjustability, a cushioned footbed and flexible outsole.

Angie Ballet Flat

- A chic and timeless ballet flat, available in noir, cognac and rouge, will transition perfectly from spring into fall.
- Complete with sheep leather, elastic topline, and featuring a memory foam insole and flexible rubber outsole, this creates the ultimate ballet flat that is classy and comfortable.

The Spring/Summer 2013 essential collection will be available for purchase online at www.brianjamesfootwear.com and in select retail stores.

About Brian James™

Henderson, Nevada-based Brian James Footwear was founded in 2012 by Angela Edgeworth, best known for creating pediped®, the award winning children's footwear brand. The Brian James Collection is designed for women who adore fashion as much as they love comfort. Brian James offers a range of ballet flats and sandals available in sizes 5.5-11 (EU 36-41). For more information visit www.brianjamesfootwear.com.

###