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pediped® Debuts 40 New Styles for Spring/Summer 2017

HENDERSON, Nev. (February 2017) – Award-winning children’s footwear brand *pediped®* debuts its latest collection of spring/summer footwear featuring 40 new styles across its baby, toddler and big kid lines. The collection is highlighted by its fashion sandals featuring Memory Foam Technology™ and its water-safe, rugged, machine-washable Adventure Line.

There is no greater foot accessory for babies than *pediped® Originals®*. The littlest of toes will bloom with cuteness in the floral prints of the *Louisa* Mary Janes and petal patterned appliques of *Daisy* sandals. Fashion statements can be made in the vibrant colors of the *Harvey* sandals or casual cool of the *Cliff* athletic. *pediped® Originals®* are the best first shoe for beginning walkers. The soft leather, slip resistant outsole allows children to feel the floor below them while providing traction with every step.

Designed to move with a toddler’s wobbly steps, *pediped® Grip ‘n’ Go™* feature rounded edges that eliminate tripping points for little feet as they master their walking abilities. As always, *pediped®* beautifully merges function and fashion. This can be seen in the chic colors of the *Nikki* and *Sabine* sandals as well as the color pops of the *Force* and *Cliff*.

Once children are walking with a confident stride, *pediped® Flex®* provide the perfect blend of comfort, quality, and style for any big kid. The ever popular Adventure Line from *pediped®* are built for water, but rugged enough for everyday wear. The Adventure Line boasts 14 new styles, each one ready to go wherever exploring feet can take them. The *Maggie* sandal is back as well in new fashionable colors *Serenity* and *Grenadine*. Floral prints and patterns adorn the *Sidra*, *Abigail* and *Bree* styles while *Dakota Rosebud* brings a casual playfulness to the Mary Jane silhouette. The *Flex®* line is also home to the *Force* athletic shoe. The *Force* are made with *Ultra Light Technology™* and are machine washable.

Continuing to make life easier for grown-ups, this Spring/Summer collection by *pediped®* features over 50 machine-washable styles. Every style of *pediped®* footwear is approved by the American Podiatric Medical Association, allowing children to always put their finest and healthiest foot forward.

Whether a child is crawling, learning to walk, or running around, *pediped®* has a stylish shoe that fits comfortably and ensures healthy foot development. Each of the three footwear lines featured in the *pediped®* footwear system is specially designed to meet the needs of a particular walking stage.



Originals®

- pediped® Originals® are the first step in the pediped® footwear system. Soft-soled 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.

Grip 'n' Go™

- Grip 'n' Go™ styles provide a smooth transition for children learning to walk with a more confident stride. The second step in the pediped® footwear system, 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 \$48 and are available in EU sizes 19-23, US kids 4-7.

Flex®

- The third, and final, step in the pediped® footwear system is Flex®. For those who have a 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 20-38, US 5 kids-6 youth (available sizes vary between styles).

The pediped® Spring/Summer 2017 Collection is now available for purchase online at www.pediped.com and in select retail stores.

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About pediped®

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, and preeminent orthopedic medical professionals, Dr. Mininder S. Kocher and Dr. Thomas W. Vorderer, deem pediped® shoes an excellent choice for parents/caregivers who want their children's feet to develop naturally and healthily. pediped® has received numerous industry awards and accolades including recognition from *Earnshaw's*, the premier media resource serving the children's market. In 2015 pediped® was recognized by the Footwear Industry Awards as the Children's Footwear Brand of the Year and earned a 2016 Earnie Award from *Earnshaw's* magazine as the Footwear Brand of the Year.

pediped® is sold in over 750 stores in the United States and 40 countries worldwide with an offering of more than 120 designs for boys and girls between its three lines, Originals®, Grip 'n' Go™ and Flex®. The award-winning footwear is available in EU sizes 17 to 38 (US newborn to 6 Youth). 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 Twitter and Instagram [@pedipedfootwear](https://www.instagram.com/pedipedfootwear).