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## pediped® Reimagines Classic Favorites With Their Fall/Winter 2020 Collection

*Fashion Forward Prints and Fun Details Mix with Premium Grade, Non-Toxic Materials and Unsurpassed Quality and Craftsmanship in Shoes for Baby, Toddler and Big Kid*

**HENDERSON, NV** – pediped’s Fall/Winter 2020 collection brings you quality, comfort and a whole lot of style. Favorite award-winning classics are mixed with modern updates in adorably neutral dino prints, monochromatic color schemes, and playful details including leather football laces and metallic touches.

Not just adorable on little feet, all pediped® shoes have also been officially recognized by the American Podiatric Medical Association (APMA) as being beneficial for children’s growing feet. pediped® developed its 2020 Fall/Winter collection with foot health and wearability in mind. The **Dani** sneaker, in both toddler and big kid sizes, takes a modern approach to the historically “boy” motif of dinosaurs and offers it in both an earthy green colorway and a subtle pink palette. The gender neutral green dino print is also available for baby in **Originals® Art Earth Dino** soft sole shoe. “Earth is in” with our **Watson** style booties for both baby and toddler. There’s even a sweet little leopard print and metallic gold shoe for baby in **Dani Leopard**. As always, a sea of navy and/or pink options are always available for those who prefer the classic route!

Some standout styles are featured below:

### Originals®: For Baby (Newborn to 2 years)

- The soft flexible leather soles of **Originals®** are recommended by pediatricians and podiatrists. The design closely mimics barefoot walking, and does not force a child to change his/her natural stride. Each style features 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.



(Originals® styles from left to right): Dani Leopard (\$39.95), Cliff Navy Pink (\$39.95), Art Earth Dino (\$39.95), Soft Soles Football Brown (\$32)

- more -

### 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 includes 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.



(Grip 'N' Go™ styles from left to right): Rosey Navy (\$55), Dani Pink Dino (\$48.95), Gehrig Earth (\$51), Watson Earth (\$52.95)

Visit <https://www.pediped.com/toddler> for 70+ Fall/Winter styles and colors for toddlers!

### Flex® For Confident Walkers (Big Kids 1 to 9+ 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. All closed toe 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).



(Flex® styles from left to right): Gehrig Pink Navy (\$58), Dani Silver (\$56.95), Dani Earth Dino (\$56.95)

Visit <https://www.pediped.com/bigkid> for 80+ Fall/Winter styles and colors for your confident walkers!

For more NEW Fall/Winter 2020 styles and colors, visit <https://www.pediped.com/fall-winter/>

## **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 9+ years) are available in EU sizes ranging from 20 to 36.

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For more information, visit [www.pediped.com](http://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).

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