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## FOR IMMEDIATE RELEASE

### Arcopédico USA® Announces New Easy Walk Experience® Collection *Longtime Comfort Brand Introduces for Summer 2017 New Line at Lower Price Point*



SPARKS, NV (June 2, 2017) – [Arcopédico USA](#), the only U.S. distributor of high-quality, Portuguese-made comfort and travel footwear, announces their new Easy Walk Experience® collection for the active lifestyle. This new collection features a lower price point and new fabric technology; combined with the hallmarks the Arcopédico brand is known for.

"We are excited to introduce this vibrant collection to the U.S. market," says Arcopédico USA's marketing manager Sydney Simas. She continues, "The Easy Walk Experience® brand was born under the concept of every woman should feel free, never giving up anything, and take advantage of every moment to the maximum. **Lolita** is the first line created under this concept, it was born to become the best ally for the active lifestyle."

**Lolita** is a ballerina that goes beyond the average flats, featuring **double** healthy footwear technology. Showcasing Arcopédico patented twin-arch sole for an even distribution of pressure and weight over the entire foot surface and designed with an Elstech® technology upper. Elstech® is a blend of Lycra® materials; a new combination of bidirectional elastic materials. Converting this ballerina into a shoe as light as the foot can experience without sacrificing superior support and comfort while featuring a new lower price point for the Arcopédico consumer.

Designed as the everyday-everywhere shoe, Lolita is ideal for travel, work, weekend adventures, to daily walks. Lolita is packable with an overall weight of only 120g and a compact design. Lolita is washable, breathable, flexible, and features a pinch-free wear. Boasting a rounded toe and sport sole, the Lolita is comfortable and sturdy enough to keep up with the most demanding of summer fun activities. Lolita is offered in seven vibrant colors and has a cushioned insole featuring SanSmell® technology to help maintain a healthy antimicrobial environment.



Lightweight, comfortable, fun, and dynamic are showcases in the Easy Walk Experience's first line – Lolita.

([Lolita](#); MSRP: \$69; available in **Violet, Red, Yellow, Green, Black, Orange, and Blue**—shown)

[Arcopédico USA](#) shoes can be purchased at independent shoe retailers throughout the United States. Simco Imported Shoes, Inc. is the sole U.S. distributor of Arcopédico shoes. A family business, the company was formed in 1983 by Manuel and Virginia Simas after discovering Arcopédico shoes during a trip to Portugal. Arcopedico shoes are hand-made in Portugal. Arcopédico USA is located at 1480 Kleppe Lane, Sparks, NV 89431. For more information, contact the company at (775) 322-0492, or visit [www.ArcopedicoUSA.com](http://www.ArcopedicoUSA.com). **For more information, samples or images, editorial media may contact Karen Beaudin at [Karen@bulletpenpress.com](mailto:Karen@bulletpenpress.com).**