



Contact: Karen Beaudin, (805) 478-9987;  
[karen@bullpenpress.com](mailto:karen@bullpenpress.com)

Client Contact: Sydney Simas, (775) 322-0492, ext. 103;  
[sydney@simcoimportedshoes.com](mailto:sydney@simcoimportedshoes.com)

## FOR IMMEDIATE RELEASE

### Arcopédico® Introduces New Comfort Flats for Summer Travel and Everyday Wear From Sightseeing to Evening Strolls Arcopédico Puts Women's Comfort First with Every Step

SPARKS, NV (May 19, 2017) – [Arcopédico USA](http://www.arcopedico.com), the only U.S. distributor of high-quality, Portuguese-made women's comfort and travel footwear, keeps the wanderer's weary feet in mind with its spring/summer 2017 line of travel-ready shoes. Piloting feet safely from the airport security line to mile-high foot comfort, Arcopédico lightens the load with packable, lightweight, breathable, circulation supporting shoes for all day comfort.



"For over 50 years Arcopédico has crafted reliable, comfortable, durable, lightweight shoes for women," says Arcopédico's Marketing Manager Sydney Simas. "This collection extends the comfort and practicality for which Arcopédico is known for into a more care-free and stylish genre."



**Style on the Go** – The new [Stripe](#) offers an enchanting design to the everyday ballerina style. The sculpted satin/cotton fabric upper features a whimsical horizontal stripe pattern, Arnedry® lining, and a rounded toe silhouette. The Stripe flats features a petite rubber sole, narrow footbed, and a feather-light design. (Shown above right; MSRP: \$115, available in Blue/White, Beige/White, or Black/White-shown)

**Summer Knits** - Arcopédico's **Vega** knit sandal effortlessly adds style to warm weather strolls. Newly updated, the Vega sandal weaves its way into Arcopédico's cork sole collection. Featuring a Greek-inspired V-strap design with a soft nylon knit strap across the vamp. Vega has a contoured footbed with **reflexology technology** which provides superior comfort and circulation. Designed with a cork and latex sole and PU outsole, the Vega is perfect for summer strolls. (Shown left; MSRP: \$95, available in Red, Denim, Yellow, or Black-shown)



**Easy Walk Experience**® – Arcopédico introduces for the first time their **new** Easy Walk Experience® line featuring the **Lolita** ballerina flats. Lolita was crafted for the active lifestyle. Designed with Elstech® technology, this fabric flexes and forms to the foot's natural shape. A blend of Lycra® materials offers a lightweight design; making them packable for weekend adventures. Lolita's twin arch support sole provides all day support and comfort to keep up with the most demanding travel itinerary. (Shown left, MSRP: \$69, available in Violet, Red, Yellow, Green, Black, Orange, and Blue-shown)

**ABOUT:** [Arcopédico USA](http://www.arcopedico.com) 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. Arcopédico shoes are hand-made in Portugal since 1966. Arcopédico 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 high resolution images, editorial media may contact Karen Beaudin at [Karen@bullpenpress.com](mailto:Karen@bullpenpress.com).

