



**MARKETPLACE**

**Buzz** • FFANY SHOES ON SALE

**Get Fit**

U.K.-based FitFlop is joining the breast cancer awareness movement with the launch of its signature Shuv Clog in pink nubuck for \$120. Through October, \$60 from each sale on Fitflop.com and Fitflop.co.uk will be donated to The Breast Cancer Research Foundation. The style features the brand's patent-pending Microwobbleboard midsole for shock absorption and enhanced muscle activation while walking.



**Cozy Up**

Ugg Australia offers a limited-edition capsule collection of women's boots and slippers in support of Susan G. Komen for the Cure. The line includes two styles: the women's Dakota Slipper in baby pink; and the women's Classic Short Boot in raspberry rose. Both styles are embellished with leather-lace detailing and a pink ribbon at the heel. The moccasins,



retailing for \$100, and the boots, for \$165, can be purchased on the brand's website, in Ugg stores and at The Walking Company locations.

**Pink Power**

Asics launched its first cause-related collection this month, offering footwear and apparel items in bright pink. The brand has partnered with Christina Applegate for her "Right Action for Women," a charitable service fund of the Entertainment Industry Foundation. The Asics GT-1000 PR running sneaker retails for \$100, with athletic accessories such as headbands and knee pads also available. The collection is sold at sports stores and specialty retailers nationwide through October. Asics has



guaranteed a minimum donation of \$75,000, up to \$100,000.

**Be Happy**

Alegria eases its way into Breast Cancer Awareness Month, introducing the Paloma shoe in "happy pink," designed for the National Breast Cancer



Foundation, with which it has partnered since 2009. Ten percent of every pair sold is donated to the NBCF year-round. The lightweight

Mary Jane style is lined with hand-sewn leather, accompanied by an adjustable Velcro strap with a silver ribbon and detailed with a butterfly on the heel. The stain- and slip-resistant shoe, which is supported by padding and a [removable] footbed, retails for \$120 on Alegria's website.

**Walk the Talk**

The Walking Company partnered with Aetrex for a second year, selling the brand's Sport Orthotic in pink for women. Through Oct. 31, the lightweight, shock-absorbent orthotic can be purchased at the retailer for \$60. The Walking Company will donate 5 percent of all sales from the orthotic and other pink ribbon products to City of Hope, with a promised minimum donation of \$80,000 from its combined efforts.



PHOTOS: COURTESY OF BRANDS