

FOOTWEAR INSIGHT

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MOD STYLE

Aetrex Steps Up Men's Collection

The Dustin Chukka Boot (top) and the Modpod Lace (bottom).



Aetrex is stepping up its assortment of men's casual footwear. For this fall, Aetrex is launching its Day's Journey collection, made up of versatile, lightweight shoes that can transition from the workplace to an evening out with friends. In addition, Aetrex is also expanding upon its hip, yet functional Modpod collection for men with the introduction of three new styles.

The Modpod and Day's Journey styles feature the Aetrex "Healthy 3," which include Lynco orthotic footbeds for support, balance and alignment; memory foam cushioning for customization and

comfort; and Aegis anti-microbial technology to protect against fungi, bacteria and odor.

The Day's Journey line features easy to clean waterproof leather uppers, so the shoes can be worn through difficult weather or travel situations or at a demanding workplace environment. The outsoles are certified slip resistant and their unique tread pattern and outsole material offer stability and protection in slippery conditions. The line includes the Dawson Moc Slip-On, The Professional Slip-On, the Dustin Chukka Boot and the Dale Classic Lace-Up.

The Modpod shoes take their name from the shoes' floating

pod design that offers both lightness and shock dispersement. In addition, the rubber outsole grips provide traction and stability, offering a hybrid of casual and performance based shoes. The newest additions to the Modpod collection include the Modpod-Active, which features a bungee closure system; the Modpod Slip-On, which features a heel tab for easy on and off and the Modpod Lace, a charcoal lace up design that offers adjustability with heel tab for easy on and off.

Shoes in the Day's Journey Collection will retail for about \$119. The Modpod shoes will retail for about \$109. All new styles are set to start shipping to retailers in August. ●