

FOOTWEAR INSIGHT[™]

TRENDS PERSPECTIVE & ANALYSIS

May/June 2014

NEW STORES

Aetrex Coast to Coast



Aetrex Worldwide has opened two corporately owned stores, one on each coast. Earlier this spring, the New Jersey-based foot health and wellness brand opened stores in Wayne, NJ, and Pleasanton, CA. These store openings are the first in the U.S. following the launch of the first Aetrex store concept in May, 2011 in Englewood, NJ, not far from the company's headquarters in Teaneck. The state-of-the-art stores (approximately 1346-square feet in Willowbrook Mall and 1820-square feet in Stoneridge Mall) feature the brand's iStep foot scanning technology, as well as the latest styles in comfort footwear from Aetrex and orthotics from Lynco. ●