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Media Bank: Britney Spears and Candies, Aravon's New Tag and more by Jennie Bell with contributions from Jennifer Ernst Beaudry Barbara Schneider-Levy Lindsay E. Sammon Posted Tuesday March 03, 2009 From Footwear News Add Note 2043583

Britney Spears Partners With Candies New York-based Iconix Brand Group announced on Monday that Britney Spears will be the new face of the Candie's brand, which is sold exclusively at Kohl's department stores.

Spears will dazzle the 2009 print, online, in-store and television campaign and will also wear Candies apparel, footwear and accessories in a music video to be released this year. For their part, Candie's and Kohl's will be associate sponsors of Spears' Circus Tour, which kicks off March 3 and will feature special promotional events in various markets, including a Candie's "pink carpet" for consumers and Spears' fans.

"I'm so excited to be the face for Candie's Only at Kohl's. Candie's and Kohl's are doing such great things with my tour. It's great to work with a line that has such cool clothes and accessories," said Spears in a statement released Monday. On Monday night, Candie's hosted Spears' "First Look" tour video at www.candies.com, which gave fans a sneak peak of what to expect from the upcoming tour.

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Aravon Strengthens Connection with New Balance Parent

Women's comfort brand Aravon is strengthening its connection to parent company New Balance this spring. The initiative, designed to take advantage of the athletic brands' strong positioning in both comfort and performance, includes a new tag line, "Comfort Engineering by New Balance," ad campaign, POS materials and packaging.

"What New Balance stands for is instant trust and validation," said Brian Eppley, marketing manager for the Boston-based brand, noting the positive connection between the two brands in these categories. Aravon's new positioning, he explained, was the result of online research, which revealed that 98 percent more women indicated intent to purchase the brand based on the new tag line over its original version, "Comfort Performance Footwear."

The new campaign will kick off this month in wellness-driven publications that include Body + Soul and *Yoga Journal* as well as on More.com and Photobucket.com. To coordinate with the new tag line, ad imagery will now focus on minimal abstract settings that evoke sensations of motion and comfort.

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Hit the Trail with Vasque Vasque is giving thanks. In its third year of sponsoring trail-running events around the country, Vasque (a division of Red Wing, Minn.-based Red Wing Shoe Co.) is rebranding its program and putting a renewed emphasis on local philanthropy.

Project Vasque -- formerly the Vasque North American Trail Tour -- will comprise 45 races in 12 states this year, starting this month and running through December. Each race will spotlight the work of a nonprofit that works on the trails in the local area, and through its newly launched Project Thanks program, Vasque will help raise funds for the selected charity through its Web site and through matching donations.

"Our goal is to connect with communities across the country by sponsoring local and regional trail races that anyone can take part in," said Sarah Pitts, director of marketing for Vasque, in a release. "We'll be there supporting our retail partners in the area and the athletes on our team, but we'll also be there to encourage all participants to get involved in protecting their trails and preserving the land they run on."

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Highlights: Yoga Journal