



Renewing body, spirit, earth

Naya™

Welcome to Naya

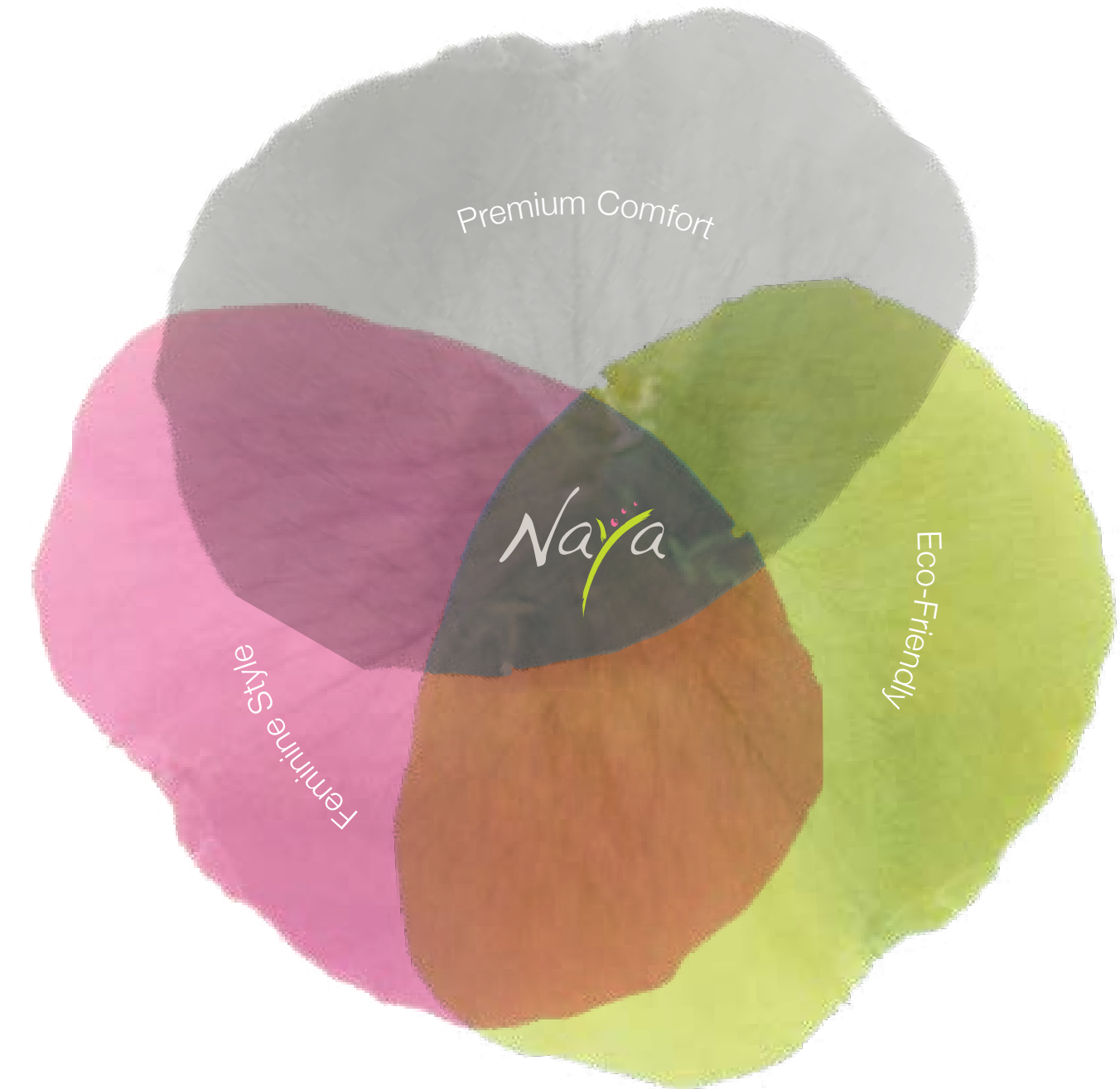
Naya is a new footwear brand thoughtfully designed for an evolving consumer in our changing world.

Today, she is more conscious about the purchases she makes. She wants to feel good about what she does, what she buys and what she wears.

She is embracing "wellness" in many aspects of her life—doing things and buying products that are good for her and good for the environment.

But, she is not willing to sacrifice style. When it comes to her shoes, it's hard to find an option that she can feel good in and good about. That's why we created Naya.

Naya is a unique blend of beautiful, feminine style, exceptionally soft, premium comfort and eco-friendly design. Because we believe that she should never have to choose between what looks good, what feels good and what is good, for her and for the earth.



The Naya Woman

She's making choices that enhance her physical and emotional well-being:

- Doing yoga and pilates
- Buying organic and natural cosmetics
- Eating healthy: whole grains, fresh foods, enhanced waters
- Searching the web for information and connecting on-line
- Spending more for premium comfort and wellness footwear

She is doing things that are good for the planet:

- Recycling, of course
- Carries a reusable shopping bag
- Considering that hybrid car
- Buying more eco-friendly products than ever before
- Would feel good about wearing eco fashion, but won't sacrifice her style



Her style is all her own.

- She's genuine, individualistic, thoughtful
- She's creative and expressive in approach to life and fashion
- Her style is relaxed and eclectic, yet feminine and sophisticated
- She wants her shoes with a feminine design and creative details
- She values comfort and quality





Naya. Renewing body, spirit, earth.

Naya is our expression of renewal.

We are committed to beauty, comfort and the well-being of our natural environment.

Each Naya shoe starts with beautiful, feminine design and creative details so she can express her personal style—**Renewing her spirit**

We infuse each shoe with premium comfort features – using ample layers of cushioning and breathable leather linings— for her comfort and well being
—**Renewing her body**

Because we make Naya in ways that are gentle on the environment using natural and earth friendly materials whenever possible, she will feel good about leaving a softer footprint —**Renewing the earth**

Naya is available in a wide variety of sizes and widths making the brand accessible to all women.

relaxed - soft, pure comfort, uncomplicated

feminine - beautiful, flattering, graceful

expressive - creative, eclectic, sophisticated

natural - thoughtful, eco-friendly

joyful - positive spirit, vibrant





Rethinking product design

What's inside Naya?

Naya is about making choices that matter. In creating Naya shoes, we use natural and eco-friendly materials whenever possible so we can leave a softer footprint on the earth. The Naya collection includes:



Chrome-free and vegetable-tanned leathers and leather linings

These rich, soft leathers are cleaner and safer as they do not emit harmful chemicals into the environment as they biodegrade



Natural, organic and sustainable fabrics

Organic products are created through a system of farming that maintains and replenishes the soil without the use of toxic pesticides and fertilizers



Heels made from sustainable bamboo

As the fastest growing plant in the world, bamboo is 100% naturally grown, sustainable and biodegradable



Biodegradable latex foam in our comfort, cushioning system

Our latex foam is non-toxic and breaks down safely back into the environment



Outsoles made with sustainable, recycled and recyclable materials

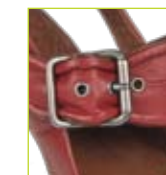
Naya outsoles are made with a combination of cork, a highly sustainable material and other recycled materials (TPR)

Sustainable products are capable of being continually produced with minimal long term impact on the environment



Inside wedges and foot bed are made with natural cork and rubber

Cork is extracted from the bark of a cork tree and regenerates after being harvested
Cork and rubber wedges also make the shoes more flexible



Nickel-free metal buckles

Our buckles meet the highly stringent European standards for heavy metal-free components

Water soluble cements

Reduces the VOCs and toxic chemicals in the air as it biodegrades and creates a cleaner environment for workers in the production process

Naya packaging is designed to leave a softer footprint



- Boxes are made with recycled paper, soy-based inks and water soluble glue
- Shoes are packed with recycled paper shoe forms and a reusable shoe bag
- The Naya story and our eco-friendly materials are communicated on the inside of the box lid

The Naya promise

The Naya promise to renew the earth is communicated on a special charm that is attached to the right shoe of every Naya style

Please join us in our mission and display the right shoe at the point-of-sale



Naya POP creates a beautiful and sustainable brand statement in your store

- Signature bamboo is immediately recognized an eco material
- Brand block and signage tell the Naya story
- Organic shaped risers deliver distinctive beauty

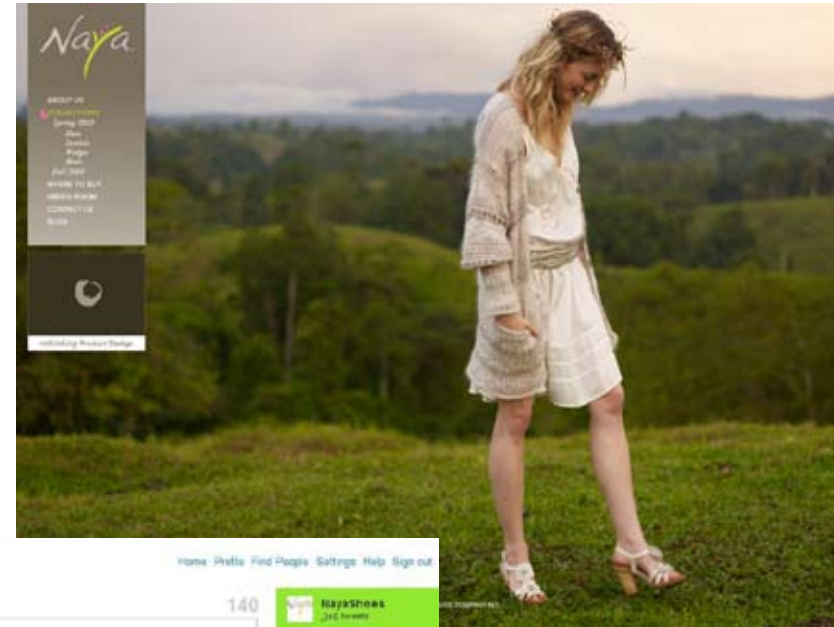


Reaching the Naya woman

Naya will be supported with a PR campaign targeting bloggers, magazines, newspapers and TV.

You and your customers can learn more about Naya by:

- Visiting Nayashoes.com
- Following us on Twitter: Twitter.com/nayashoes
- Visiting our facebook page: www.facebook.com/nayashoes



We engaged 500 women in our consumer panel about the Naya concept and product and here's what they said:

"Naya shoes are very stylish, chic and feminine. I would buy them in a heartbeat."

"I love that the shoes are cute, comfortable and environmentally conscious. I'd be willing to spend more than usual."

"Naya cares about the environment, they focus on feminine details and they care about comfort."

"I am interested in their mission statement—the health of the body & the environment."

