



NEWS RELEASE

# Rykä Drops Fresh New Collection with their Signature Made for Women Fit

5/18/2021

## Rykä fEMPOWER. Empowering Women. Made for Women

ST. LOUIS--(BUSINESS WIRE)-- Founded over 30 years ago with the commitment of a Made for Women fit, Rykä continues to be at the forefront of women's athletic footwear. From the very first shoe Rykä created, it has refused to settle for anything less than athletic shoes engineered exclusively for women. Today, this vision continues with Rykä fEMPOWER, an elite collection of athletic footwear.

The Defiance training shoe and the Devotion Pro walking shoe are among the standouts in the Spring collection. (Photo: Business Wire)

The brand was the first in athletic footwear to develop shoes that were based on the

differences in a woman's foot shape, muscle movement and build. The result is a shoe that requires no break-in, doesn't slip in the heel and allows for appropriate room in the forefoot. This signature fit and commitment to women's needs is what drives the brand's innovation and its fans' fierce loyalty.

"Rykä fEMPOWER has special meaning to us as a brand as we went back to our origins to draw inspiration and meaning for this collection – we were trailblazers 30 years ago developing something that did not exist in the marketplace," said Amanda Butler, design director. "Today this spirit and our brand's commitment to female empowerment is stronger than ever and guided us in the making of our newest collection. From premium performance materials, to special design details to enhanced support features and of course our signature made for women Rykä fit - this elite collection offers something new and exciting to our fans."

The collection features training, walking and trail shoes with luxe materials including high quality knits, engineered mesh, soft microfiber linings and translucent rubber. Additionally, they are loaded with performance technology, incorporating the brand's premier comfort cushioning technology – RE-ZORB® – as well as a premium fEMPOWER

Anatomical Precise-Return insole that adds cushioning and arch support.

“This premium collection is geared towards today’s ‘Wellness Warrior’ – a healthy-minded person who has a holistic approach to health and well-being and embraces self-care as part of her life,” said Chelsea Aaberg, sales director. “Our broad assortment also includes trail shoes – which capitalizes on her many ways of staying fit and active, including exploring the great outdoors.”

The collection features styles from \$90 - \$100 and can be found online at Rykä.com as well as Nordstrom.com, Zappos.com and FamousFootwear.com.

For more information, visit [ryka.com/fEMPOWER](http://ryka.com/fEMPOWER).

## ABOUT RYKA

Made for women. Made for more.

We are a fearless tribe of women who want better. And we want it now. Thirty years ago, we took a stand and dared to do things differently. To give women athletic shoes engineered exclusively for us. We’re talking shoes made specifically for a woman’s unique foot shape, muscle movement and build, not just a sized down version of a man’s shoe. (It’s pretty powerful stuff.)

What started with a shoe has become a mantra uniting women everywhere. A Made for Women movement, where our individuality is rightfully celebrated and actions speak louder than words. Because women deserve better. Better shoes, better rights, a better world. Our resolve is stronger than ever to create shoes that keep breaking the mold. Shoes that stand for change. We know the power of our female tribe. It’s an unstoppable force that moves us with every step, every shoe. Because when women come together, we will change the world.

RYKA. MADE FOR WOMEN.

## ABOUT CALERES (NYSE: CAL)

Caleres is the home of today’s most coveted footwear brands and represents a diverse portfolio spanning all of life’s styles and experiences. Every shoe tells a story and Caleres has the perfect fit for every one of them. Our collections have been developed and acquired to meet the evolving needs of today’s assorted and growing global audiences, with consumer insights driving every aspect of the innovation, design, and craft that go into our distinctly positioned brands, including Famous Footwear, Sam Edelman, Naturalizer, Allen Edmonds, Vionic, Dr. Scholl’s Shoes, and more. The Caleres story is most simply defined by the company’s mission: Inspire people to feel

great...feet first.

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Source: Caleres