

House of Fraser Introduces Kenneth Cole New York Women's Footwear Collection

HOUSE OF FRASER

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House of Fraser in-store and online has launched the new women's footwear range from Kenneth Cole New York, in addition to the menswear and womenswear lines. The full Kenneth Cole New York assortment now available at House of Fraser includes women's footwear, handbags, and jewellery and men's tailored clothing, outerwear, bags, luggage, small leather goods, belts and jewellery,

The [Kenneth Cole](#) New York shoe collection boasts an exclusive patented cushioning system, called 925 Technology, which offers comfort and style for women who love fashion.

Kenneth Cole New York has introduced 925 Technology into the entire women's footwear collection - from pointy toe flats and motorcycle boots to strappy stilettos and evening heeled styles.

Women will no longer need two different pairs of shoes to address the need for comfortable 'wear to work' styles and 'wear in the office' heels. [Kenneth Cole shoes](#) can be worn from day to evening without having to worry about soles of the feet getting sore. It's truly the movement to support movement and, in turn, the effort to save the



soles of shoe lovers across the world.

Each 925 Technology foot bed has two layers of PORON(R) foam: one is a shock absorber; the other is memory foam that moulds to the shape of the foot, becoming even more comfortable with each step. A unique flaxseed pillow is embedded in the arch cradles of the shoes, which supports the foot, while a soft rubber sole enhances flexibility. The shoes are finely constructed with supple sheepskin lining that allows feet to breathe a welcome sigh of relief. In addition to this, all high heel styles have an impact resistant nylon heel lift - ideal for running through the streets or rushing from meeting to meeting.

This feel-good technology will revolutionise the fashion shoe industry by providing the most comfortable shoes for fashion conscious women.

ENDS

About House of Fraser
House of Fraser is a department store group with 61 enviable locations across the UK and Ireland and a fully transactional website. As one of the best known names on the high street, House of Fraser has presented customers with an unrivalled nationwide department store for more than 160 years.

The company was acquired by the Highland consortium in November 2006 marking the beginning an exciting new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space. [Kenneth Cole accessories](#) and the [Kenneth Cole Menswear](#) collection are available through House of Fraser online.

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