

PGF Footwear Introduces **LOVE RIO SHOES**

LOVE RIO SHOES brings Fun to Footwear Trends

MIAMI, Florida, July 25, 2017 /PRNewswire/ -- PGF Footwear launches **LOVE RIO SHOES**, a new collection of shoes made of canvas, jeans and soft material. **LOVE RIO SHOES** brings the fun to footwear with embroidery, ornaments, and varying colors ranging from vibrant neon details to creamy pastel accents, the company announced today.

Spring Summer 2018

New at the Show

PGF FOOTWEAR
www.pgffootwear.com
1-877-743-6426

LOVE RIO
www.loverioshoes.com

Aug 14-16 FN Platform Las Vegas Conv Center Booths 81140/81237	Aug 19-21 Atlanta Shoe Market Cobb Galleria Centre Booths 2015/2017	Sep 10-12 SMOTA Miami Airport Conv Center Booth TBA
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"Alongside with our established brands, Carrano and Bruno Menegetti, we are now branching out with new styles targeting the young and trendy millennials with our Love Rio collection," said Nilsara Piereck, Founder and President of PGF Footwear. "This new brand broadens our reach with a lower tiered price point than our current brands, while maintaining the quality and high-value product in the marketplace."

"This explosion of whimsical styles, colors, and designs is inspired by the culture and lifestyle of Rio de Janeiro, the most enchanting city of Brazil," Piereck added. "Our customers are looking for novelty footwear styles for dressy or casual occasions while remaining fashionably on-point. We're thrilled to offer so many options to maintain their desire and do it with uncompromised style." Raised in Rio de Janeiro, Nilsara Piereck found her way to Miami, where she has based the business PGF Footwear since 1999. All products from PGF Footwear are manufactured in Brazil, which has been an inspiration for **LOVE RIO SHOES**.



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The collection comes with a palette of colors that include bold graphic geometric shapes, tropical fruit prints, 'on trend' patterns such as gingham, and metallic color options. It all comes together to tell the story that expresses the festivities and casual lifestyle of Rio de Janeiro.

Love Rio Shoes offers a large variety of Vegan Shoes built on a very light weight bottoms with an insole cushion. Fashion and comfort has found its way in **LOVE RIO SHOES**.

Highlights of the Love Rio Collection include the following silhouettes

- **BALLERINAS:** dressy or sporty comfort
- **SANDALS:** slip-on sandal for casual days at beach or fun evenings
- **SNEAKERS:** novelty comfort and active lifestyle

PGF Footwear is showcasing its latest designs at FN Platform show, held in the Las Vegas Convention Center on August 14-16.

ABOUT PGF FOOTWEAR

PGF Footwear. is a global design, marketing, distribution and innovation company specializing in lifestyle footwear for over 18 years. The diverse portfolio includes owned and licensed brands, including Bruno Menegatti and Carrano. With the newest owned brand, **LOVE RIO SHOES**, brings style, comfort, and whimsical design to the brand portfolio. Each brand story is brought to life through PGF's extensive wholesale distribution network across approximately ten countries and nearly three hundred retail locations.

As a Brazilian with a passion for Rio de Janeiro culture and lifestyle, Nilsara Piereck found her way to Miami and decide to bring the "Carioca Lifestyle" in a form of footwear to the American Market where she has based the business PGF Footwear since 1999. All products from PGF Footwear are manufactured in Brazil, which has been the inspiration for **LOVE RIO SHOES**.

For more information, please contact us at PGF Footwear, 12235 SW 128 Street, Suite 208 – 209, Miami, FL 33186 / (877) 743 - 6426 / www.loverioshoes.com