

## Jambu Footwear Launches eCommerce Shop

*Enhanced digital platform showcases Jambu adventure and fashion lifestyle*

August 20, 2014

**NEW YORK** – Jambu™ footwear, an outdoor and fashion lifestyle brand recognized for its innovative, technical and utilitarian comfort outsoles with floral motifs and eco-designs, today opened the “Jambu eShop” to provide Jambu lovers with a direct online resource for viewing and purchasing women’s, men’s and kids styles. The Jambu eShop is an extension of the brand’s revamped website – [www.jambu.com](http://www.jambu.com) - reflecting its “Life’s an Adventure and Journey” philosophy and culture.

“For Jambu, this is not about competing with our retail and online partners that have championed our brand, it’s about providing our loyal Jambu customer with another option to access a particular collection - whether eco-friendly or vegan - or a specific individual style, size or color,” said Jambu GM David Jonah.

The new platform offers **streamlined navigation** for shopping simplicity while enabling users to **view and filter** the latest styles and collections, **make direct purchases**, or **locate Jambu retailers** in their geographical region. An **enhanced video** component showcases the brand’s new flagship video, seasonal ad campaigns, and reality video of the Jambu lifestyle. In addition, **Community and Q&A pages** will encourage consumer dialogue across several social media channels, offer customer service interface, and highlight community partnerships.

The Jambu eShop opens for business with a diverse palette of fall/winter 2014 shoes, boots and sandals that are progressively engineered and artistically styled. Collections include the *All Terra*; *Air Vent 360<sup>0</sup>*; *Eco*; *Flex Traction*; *Hyper-Grip*; *Fusion* and *Sporty Wedge* designs.

“The Jambu lifestyle is driven by exploration, research and balance,” added Jonah. “As we continue to grow the brand, Jambu.com will encourage this healthy mindset with more conversations around adventures, outdoor passions and social causes - all which are an integral part of our creative process for delivering new concept designs.”

The Jambu brand is a wholly owned subsidiary of New York-based Vida Shoes International, Inc. The Jambu eShop is the first direct B2C eCommerce platform for the company. Since its launch in 2010, Jambu has experienced robust double-digit growth each year.

**About Jambu™:**

Named for the Jambu tree in the tropical rainforests of Southeast Asia. Jambu is an outdoor inspired family footwear brand and wholly owned subsidiary of Vida Shoes International Inc., New York. Jambu shoes and boots fuse creative comfort designs and color with the latest in footwear tech. Visit us at [www.jambu.com](http://www.jambu.com). *Jambu is proud to be the exclusive footwear partner of American Forests. Plant a tree, preserve our environment.*

**About Vida Shoes International:** Since 1973, Vida Shoes International has been committed to becoming a global leader in the footwear industry. Vida is dedicated to designing, producing and marketing quality branded footwear using expansive international resources. Vida's wealth of knowledge stems from the diversity of brands and successful products produced year after year.

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