

Happy Feet

Alegria seeks to bring comfort to soles and smiles to faces

Created to promote wellness and an easygoing way of life, Alegria, a new brand from Pomona, CA based PG Lite, combines the technical features the comfort company is known for in a lifestyle shoe. The company is debuting a slip-on model for women available in 25 different color and print options, including red, electric blue, metallic, and leopard and zebra prints.

The bright colors and patterns are meant to encourage happiness and a positive attitude, says Carol de Leon, design director for PG Lite. “They look like clogs,” she describes. “The footbed is really soft, like a feather bed. Even people who don’t need any technical features appreciate slipping into a pair. Your feet just sink inside.”

The leather insole is designed to form to the foot and is not color treated, so it breathes naturally next to bare feet. The footbed is removable to allow space for custom orthotics, and the interior has extra depth to create a roomy fit. De Leon notes the outsole is engineered to reduce heel and central metatarsal pressure via a forward rocking motion, and the bottom is flat to increase stability. “We have a team of technicians who make sure Alegria is constructed in the most beneficial way for our feet and general well being,” she says.



De Leon traveled to Europe and Asia to find colors and images to superimpose on the high-grade leather uppers. She says the color palette wasn’t chosen for merchandising reasons but because everyone has an individual favorite color. “My focus is the emotional and visual connection that consumers have with the shoes,” she states.

The line, which retails between \$99.95 and \$109.95, makes its debut this spring and de Leon reports 24,000 pairs have already been pre-ordered. “We are going to develop additional styles for this collection, but we wanted to keep everything easy and consistent at the start,” she adds, noting there are men’s and pre-teen versions of the shoe in the works —*Libby Page*