



SPERRY
Since 1935

SPERRY® AW19 COLLECTION LAUNCH

From collegiate cool to sustainable styles, Sperry's AW19 collections feature fashion forward looks, innovative technologies, and a mission to create change

Sperry® is re-asserting its influential role in American style in AW19, offering the brand's most beloved shoes, updated with a contemporary sensibility. The brand is drawing on its heritage as a preppy staple, and is taking the lead on one of the season's top trends. The Sperry Varsity Prep AW19 collection features popular Sperry silhouettes that have been mainstays of ivy style for decades, updated with cozy materials you want to bundle up in, collegiate-inspired styling and new construction technologies that put comfort and weatherproofing into every step.

Sperry's favorite styles look smart in classic back-to-school hues like burgundy, tan and navy blue, while patches taken from prep school blazers, flamboyant tassels, and stripes borrowed from repp ties and rugby shirts are intelligent accents. Authentic Originals are warmed up with a nod to traditional ivy attitude in fall colors, blackwatch plaid, and combinations of tactile wools, suede, nubuck and corduroy. Sperry's best-selling Saltwater boot stylishly combats the elements with weather-ready materials including dipped rubber, puffed nylon, shearling and exposed fur in a range of fun colors. Sophisticated kiltys, oxfords and double mocs get dressed up for the season in patent leather, velvet and houndstooth with satin accents. The women's Crest Vibe gets a back-to-school makeover in striped satin, velvet and suede. Casual men's loafers, with equal parts wool, corduroy, and suede are as warm and smooth as a hot toddy for your feet. New for AW19 will be the all-new Authentic Original Lug – Sperry's iconic style, updated with a chunky, Vibram lug outsole. Lug soles will also appear throughout the collection for a directional update to Sperry's best looks.

Other notable innovations to the collection for AW19 include a focus on comfort technology and updates in functionality. Sperry is incorporating plush – a new lightweight midsole/outsole which makes Sperry shoes 40% lighter, without sacrificing durability and traction, while flexible construction delivers superior comfort and shock absorption. Sperry's new ceramic technology offers a winter innovation on the brand's signature performance feature – traction--offering supreme grip in icy conditions. Sperry's complete range of water resistant, waterproof, weatherized tech withstands any conditions that winter might bring.

Sperry is continuing the sustainability initiative that launched for SS19, with a new collection of shoes for men, women and kids made with BIONIC materials spun from plastic recovered from marine and coastal environments. Drawing on Sperry's sailing roots, the shoes' patchwork and patterned designs are inspired by US Navy uniforms, allowing wearers to look good as well as do good.

ABOUT SPERRY: Sperry was founded in 1935 by avid sailor, inventor and intrepid explorer Paul Sperry. From the invention of the world's first boat shoe, the iconic Authentic Original, Sperry continues its eight-decade tradition of offering innovative, fashion-forward styles that are perfect at sea or on the street. The company Paul Sperry founded in his own name is now fully rooted in the history of American style. Sperry is distributed in department stores and independent retailers in North America, Asia, Europe and Latin America, as well as Sperry specialty retail stores and www.Sperry.com. Sperry is a division of Wolverine World Wide, Inc. one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport, athletic, children's and uniform footwear and apparel. [@sperry #sperryway](http://Sperry.com)

Sperry PR Contact: Edina Sultanik Edina.sultanik@sperry.com