

## KEEN Summer Sandals Make a Splash with Kids

Written by Pitch Engine Australia  
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**Portland, OR – August 2014** – Known for durable and playful footwear for kids, KEEN demonstrates its sandal expertise with several new styles for Spring 2015. The new offering includes flexible sandals for early-walking toddlers, new sporty and dressed up sandal options for girls, and a new superlight sandal for kids of all ages.

The girly **Juliet** (MSRP \$55) features colorful leather uppers infused with sparkle. On the flipside, the **Harper** (MSRP \$50) is a water-friendly style for girls who aren't afraid to get their feet wet. Two points of adjustability on both sandals makes for on and off ease, while non-marking rubber outsoles provide traction for games of tag.

The **Riley** (MSRP \$45) sandal offers toddlers room to wiggle their toes as they stretch their wobbly legs. A new, ultra-flexible outsole is ideal for early walkers and two points of adjustability offers superior fit. The style comes in a fun mix of material and colors.

And a style for kids of every age, KEEN debuts the **Rio** (MSRP \$40) at a price point every parent will like. This ultra lightweight, technical sandal provides sure-footing with a non-marking rubber outsole and a flexible upper with cutouts for breathability. Rubber pads on the outsole add increased traction on the jungle gym while the bright and colorful prints and patterns add a dimension of fun and flair.

“We know kids tend to live in their sandals all summer long” says Erin Simons product line manager for KEEN Kids. “KEEN is already known as the sandal resource for kid’s summer fun, this season we used that sandal expertise to create styles that look great and are ready for any adventure.”

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### About KEEN

Inspired by a love of the outdoors, KEEN Inc. manufacturer of hybrid outdoor and casual products, including footwear, bags, socks, and clothing, is dedicated to creating quality products that support the lifestyles and outdoor adventures of active people around the world. KEEN products can be found online and through more than 5,000 retail locations in more than 60 countries, as well as in KEEN Garage retail stores in the U.S., Canada, Europe and Asia, where fans can enjoy the branded experience. The company operations and culture reflect a stand-out commitment to building a strong community and a healthier planet so that all can **create, play, care**

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