



WALKING ON A CLOUD



FALL

2010

Walking On A Cloud Update:

In 2010, we introduced 2 NEW locations and an OUTLET store. Our location in the Yonge & Eglinton Centre opened their doors in early summer. Following in their fathers and grandfathers footsteps, Cody and Lila Vella (*owners grandchildren*) work in this location. Our Rutherford Marketplace location opened in late summer to better serve the Thornhill and Richmond Hill area. Shoppers looking for great bargains on top brand name shoes, visit our new Walking On A Cloud Outlet location at Steeles & Dufferin.

In the spring, we launched our Re-usable shopping bags. Not only are they great for the environment but a portion of all sales is donated to Breast Cancer Research.



Walking On A Cloud and MBT team up at the CANFIT Pro Show in Toronto.

Maddie Turns 2!

Paul & Sandra Vella celebrating with their grand children Samantha, Paige, Sydney & Madison.

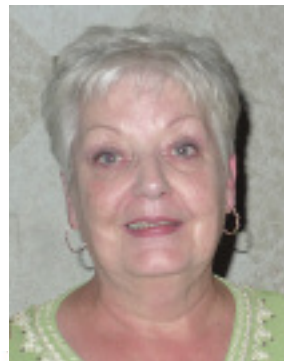


Message from Liz – Manager, Sheridan Mall

I find it hard to believe that I have worked for Paul Vella for the past 30 years. The time went by so fast. I first started with Paul at Naturalizer, then Cheslers Shoes and for the last ten years at Walking on a Cloud at Sheridan Centre. I enjoyed working with Paul for I find him a hard worker and very supportive to his employees. He deserves great credit for the success he has achieved.

I have also met and made some great friends along the way. I am glad to remain a part-time employee of Walking on a Cloud, as it means I will remain in contact with my many loyal customers. Thank you all. Liz

Thank you Liz for your dedication, many years of service and friendship. We look forward to the next 30! ~ Paul Vella



Lots of great styles to choose from this Fall. Enjoy our Fall 2010 preview.

Paul Vella Owner
David Vella V.P. Buying
Lori Vella V.P. Marketing



MENS CASUAL



> Austin + Kelowna Slip-On



RE-IMAGINE THE OUTDOORS

MENS WINTER

> Blackcomb



WOMENS CASUAL

> Toyah + Toyah Lace



WOMENS WINTER

> Hoodoo High Lace



WALKING ON A CLOUD
Style + Comfort



Anabel



Louise



Kendra



Celia

riekerTEX



Yvonne



Vera



Doro

...Lighter
...Reflexibility
...Roomier
...Shock
Absorbing

riekerTEX



Hillary

Doro



REMONTE DORNDORF[®]

Schuhmanufaktur seit 1876



Dalia

Salima



Mila



Adora

WALKING ON A CLOUD
Style + Comfort

Clarks[®] Artisan



Mika
Beth

Unbelievable



unstructured[®]
Clarks



Mika
Jane



Kona



indigo[®]
by Clarks

Bishop



Embrace



Diamond
Shine



Diamond
Cameo



Axl

Mens



Belknap



Bluestem



Rice
Grass

pr!vo[®]
by Clarks

6

WALKING ON A CLOUD[®]
Style + Comfort

WALKING ON A CLOUD[®]
Style + Comfort

7



Lindsay



Lola



Stefany



Diletta



Euro



Grin



Panama



Judith



Mariann



Mariann



Mendi



Arabba

Josef Seibel

THE EUROPEAN COMFORT SHOE®



Calla



Marissa



Kathrin



Patrice



Kendra



Tami



Kiss



Sage



Primrose



Tarot



Select



Mambo

**Fine Italian leather uppers.
Footbeds made from natural materials.
Durable, flexible soles.**



Gila (women)



Gena (women)



Niro (women)

Faria (women)

ALLROUNDER
BY MEPHISTO

**YOUR EVERYDAY
FITNESS-TRAINER!**



Celka (women)



Excess
(women)



Janeiro (men)

TIRED FEET? NEVER AGAIN!
We wear MEPHISTO shoes with **SOFT-AIR TECHNOLOGY**

MEPHISTO
WORLD'S FINEST FOOTWEAR

SANO
ACTIVATES BODY & SOUL
by MEPHISTO



Styles vary by location.

12

WALKING ON A CLOUD
Style + Comfort



Cate the Great™
TUSK/STONE



Joan of Arctic™
SHALE



1964 Pac™
Graphic
BLACK/WHITE



1964 Pac™
Graphic
OLIVE/TARTE



Men's 1964
Premium™ T
CORDOVAN



Torino™
RED/BLACK

Selection may vary by location.

WALKING ON A CLOUD
Style + Comfort

13

All boots feature
Waterproof  **Leathers**
with sealed seams.

- Medium, Wide & Extra Wide Widths
- Warm, Comfortable & Durable

Clarice

Comina

Fatima

Nevel

Callie

Franzi

Fröja

Malak

Tiffany

Mountain

Firoza

Cadix



Breathable & **E**xpandable comfort

WOMEN'S



Glory



Jump



Cloud II



Pearl



Pearl



Shiver



Lite



Bouillon



Bouillon



Pearl



Lite Boot



Shiver



Novelty



Jabart

MEN'S



Helsinki



Chicago



Seattle



Wells



Fusion



Bergen

Styles and colours may vary by location.

BIRKENSTOCK
Made in Germany • Tradition seit 1774



Arizona



Amsterdam



Boston

**Designed to Offer
 optimal support**

*Narrow and regular
 widths available*



Camden



Birki's
quality shoes made in Germany



Super Birki



Stanford

**Finn
 Comfort**
 Made in Germany



Emma Boot
*truWALK
 technology &
 waterproof*



Lily
 Cap Toe



Megan
 Ballet



Emma Oxford
*truWALK
 technology &
 waterproof*

ROCKPORT



Range
 Trail



Gavia
*truWALK
 technology &
 waterproof*



	1	2	3	4	5	6	7	8	9	10
N	★	★	★	★	★	★	★	★	★	★
M	★	★	★	★	★	★	★	★	★	★
W	★	★	★	★	★	★	★	★	★	★
WW	★	★	★	★	★	★	★	★	★	★



truebalance
Toning collection
activates your
muscles up to
29% more than
conventional
walking shoes





Woman's all weather/
insulated/waterproof boot



W01000BB



WW811

Our classic
walking shoe
which provides
superior
stability

new balance.



WW846WB

Our ultimate
lightweight walking
shoe with
motion control



MX856WN

Classic Training shoe with
Stability Technology



MW978GT

Mens Waterproof /
Stable Country Walker

WIDTHS AVAILABLE					
2A	B	D	2E	4E	6E
Not all models come in all widths.					

Dunham.
a trusted new balance brand



8003BR



MCE742BK

Stylish uppers with durable
support and traction of long
wearing outsoles.



8004BK



MCE741SB

360° Fit System
for length, width & volume.



MCR950BR

Waterproof uppers with ultimate
comfort & motion control.



MCR956BR



ALG-801
Black Croco Leather



ALG-PAL-324
Black & Gold Lace



ALG-FEL-713
Choco Snake Patent



ALG-SEV-3211
Black Gerber

Alegria
by PGLITE®

how do you step happy...



ALG-511
Black Tool Leather



ALG-PAL-101
Brilliant Black Patent



ALG-SEV-1211
Plum Open Daisy Patent

- extra depth
- rocker outsole
- removable insoles
- anatomically correct footbed



GOTI
black, w



TATAGA
black, w



SIRIMA
black, w



FANAKA GTX
chocolate, m



BOMOA
black, w



BOSI
black, m

Step into a stronger body.



look good feel good do good



N097 in Skimo



N484 in Ebano

El Naturalista believes that human beings are Earth's most valuable resource, therefore social responsibility is a fundamental pillar of our corporate philosophy. We avoid toxic processes and materials, and we practice conservation by using substances that are biodegradable and recyclable. Handcrafted. Inspired by nature. Eco-friendly. Leave a smaller footprint with El Naturalista.



EL NATURALISTA
caminar por la vida

“Worth it.”



Blundstone®
Footwear
Pull on comfort since 1870.



2010 Highlights

Our customers are the best! Our success is not only built on a lot of hard work, a fabulous selection of shoes, and great staff but also our loyal customers. Thank you Janice for being one of those loyal customers! We value your business and have fun serving you.

Janice purchasing her 114th ...no make that her 115th pair of shoes at our Leaside location.
Lori Vella (VP Mktg), Janice,
Tamara (Mgr, Leaside)



Lucy Zilio with Carena. We searched the street for a contestant to play “Name that Shoe Group.” Carena successfully won a \$150 Walking on a Cloud Gift Certificate.



Walking On A Cloud, HopeChests & CIBC Run for the Cure:

Congratulations to our Welland team: Lindsay, Jake (Mgr), Holly & Lindsay. They won the Our Mothers Day Charity Bake Sales contest.



We are wrapping up our 2010 breast cancer charity campaign. Thank you to all our customers, vendors (Rockport, Mephisto, Blondo, Geox, Naot, Ecco, Blundstone/El Naturalista, Alegria and Dansko), and our staff for making this years' fundraising a success. Stores held used book sales, shoe shine days & wellness events for the cause. Our Mothers Day store Bake sale raised over \$2,500, now that's a lot of cupcakes! We are all striving to beat last years' incredible donation of \$44,941.53. Lastly, a special thank you to our Team Captain Paul Aird for all his hard work, time and dedication to this important charity.





WALKING ON A CLOUD

Where Style & Comfort Meet



STORE LOCATIONS

GTA

Downtown, 144 Yonge St.	416.214.0848
Yonge & St.Clair, 1500 Yonge St.	416.925.4990
Leaside Women's, 939 Eglinton Ave. E.	416.421.1058
Leaside Men's, 939 Eglinton Ave. E.	416.441.0013
Eglinton Square, Scarborough	416.759.3588
The Beach, 2010A Queen St. East	416.690.6286
Liberty Village, 61 Hanna Avenue	416.536.9233
Cloverdale Mall, Etobicoke	416.231.2192
Centre Point Mall, North York	416.250.8223
Yonge & Eglinton Centre	416.485.1990

WEST

Bramalea City Centre, Brampton	905.792.1790
Sheridan Mall, Mississauga	905.823.9600
Erin Mills Town Centre, Mississauga	905.607.9480
Burloak Centre, Oakville	905.469.8967
Mapleview Centre, Burlington	905.639.7274
Georgetown Marketplace	905.702.9975
Milton, 1095 Maple Ave.	905.636.0660
The Cambridge Centre, Cambridge	519.620.4439
Sunrise Shopping Centre, Kitchener	519.569.8382
Masonville Plc Shopping Ctr, London	519.667.1079
Guelph, 17 Woodlawn Rd.W.	519.827.1340
Outlet Store, 2181 Steeles Ave. W	416.514.1779

Ashley/Healthwalk, Burlington Mall	905.634.9155
SAS Shoes, Leaside, 939 Eglinton Ave. E.	416.425.1772

NORTH

Rutherford Marketplace, Thornhill	905.303.8713
Piazza del Sole, Woodbridge	905.264.2208
Bolton 12788 Hwy 50	905.951.2554
Elgin Mills & Leslie, Richmond Hill	905.770.1444
Wellington St. E & Hwy 404, Aurora	905.727.5526
Upper Canada Mall, Newmarket	905.715.7070
Georgian Mall, Barrie	705.721.7993
Orillia 10 West St. North	705.325.5891

EAST

Durham Centre, Ajax	905.426.5589
Oshawa Centre	905.432.1729
Oshawa, Wilson & Taunton Rd.	905.432.2102
Clarington Centre, Bowmanville	905.697.1393

SOUTH

Fairview Mall, St.Catharines	905.646.6296
Seaway Mall, Welland	905.732.6777
Niagara Square, Niagara	905.358.9193

www.walkingonacloud.com

