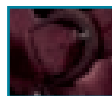
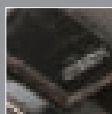


Fall 2009



WALKING ON A CLOUD

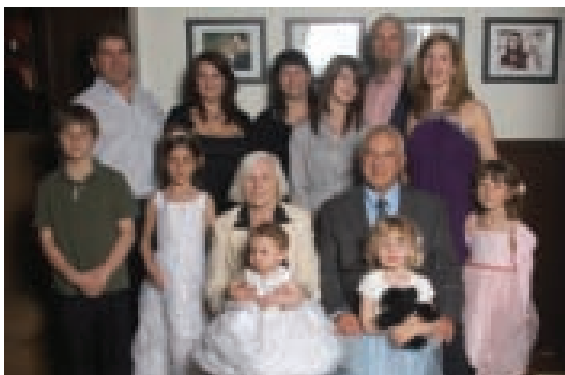


Celebrating 50 Years in the Shoe Business!

This September 2009 marks my dad's 50 year anniversary in the shoe business. It was 50 years ago this September that Paul Vella decided instead of continuing in the family grocery store business that his real passion was for shoes. Consequently, in 1959 he and his mother Carmella, opened his first family shoe store on St. Clair Ave. and named it "Vella Shoes". One store grew to two and today we are 36 stores and growing. Over the years store names, brands and styles changed but his devotion to the shoe business never did. His love of shoes continues to be evident in the depth and breadth of inventory in our stores. We have labeled him the hardest working guy in 'shoe business.' He works harder today than ever before. By trade, he is a certified electrician, however, he has mastered many trades and his job duties and dedication is endless. To name a few he is our: full-time driver/delivery man, inventory supervisor and director, shoe buyer, shipper/receiver, new store developer, construction worker, resident electrician and overall Mr. fix it. Whatever the need, he is always there for his staff, friends and family.



Paul, we all congratulate you on your 50 year anniversary and look forward to many more years ahead! Your family, friends and staff.



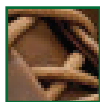
*We hope you enjoy our
Fall 2009 Preview.*

Paul Vella
Owner

David Vella
V.P. Buying

Lori Vella
V.P. Marketing

*Celebrating with family.
Paul's grandchildren – Sydney's communion & Maddie's baptism.*



Styles may vary by location



ROCKPORT



Adamsdale Ave.
Waterproof



Bonneau Blvd
Waterproof



Boterna
Waterproof



Gearhart
Valley



Oakcrest



Khogan
Waterproof



Marovey

"The innovators in comfort"


WALKING ON A CLOUD



Diamond
Sparkle



Diamond
Exchange

Clarks
Artisan



Perlata



Flirty

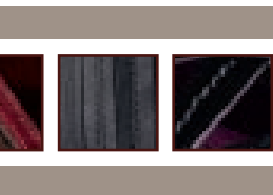


Sugar Sky



Desoto

Styles may vary by location



Un Recept



Un Parody Café

unstructured
Clarks



Un Caper



Kernel



Anya

pr!vo
by Clarks

"A fabulous selection of styles for work or play"

WALKING ON A CLOUD

GEOX

R E S P I R A



WALKING ON A CLOUD

GEOX

R E S P I R A



"A great selection of styles for all occasions."


WALKING ON A CLOUD



Classic Argyle



Kensington



Classic Cardy



Kohala



Adirondack



UGG[®]
a u s t r a l i a



*Styles may
vary by
location*



Shoreline



Classic Tall Bomber



Cove



Classic Short



Gaviota



Bailey



ROMIKAR®

Romika giving your feet the warmth and comfort they deserve



Polar 77

Arktis 15

Colorado 118

REMOVABLE FOOT BED



Nahla 02

Nahla 01

Nahla 04

Autumn/Winter 2009 Collection of Fashionable Footwear

Josef Seibel®

The European Comfort Shoe



Nature 11

Nature 09



Spirit 06



Calla 02



Biscay 01

Catalonia 10

European Handcrafted Comfort

Styles may vary by store

"Unique styling"


WALKING ON A CLOUD



the most comfortable place on earth

ecco®

WOMEN'S



Sence



Sence



Charm



*Charm
Bootie GTX*



Flare



*Flare
Slip-On*



*Flare
Mary-Jane*



*My world.
My style.
My ECCO.*

* Accepted by the Canadian Podiatric Medical Association

the most comfortable place on earth

ecco

WOMEN'S BOOTS



*Urban
Flexor*



Rise GTX

*My world.
My style.*

My ECCO.

PERFORMANCE



*Women's
Savage Lo GTX*



*Men's
Cusco Mid
GTX*


WALKING ON A CLOUD

BIRKENSTOCK®

Made in Germany • Tradition seit 1774

TRAVELING SOUTH THIS WINTER?

BIRKENSTOCK sandals are available all year long

Boston Turf



Arizona Turf



Gizeh



Camden



Super Birki



Enjoy
BIRKENSTOCK'S
unique comfort
in closed shoes

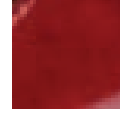




Promise



Tellin



Mambo



Trendy



Dream



Kiwi

"Fabulous new patents for fall"



Beauty



Buy Me



Belinda



Paolo



Cynthia

ROS R HOMMERSON										
N	★	★	★	★	★	★	★	★	★	★
M	★	★	★	★	★	★	★	★	★	★
W	★	★	★	★	★	★	★	★	★	★
WW	★	★	★	★	★	★	★	★	★	★



Solstice



Professional



Kari



Kim



Beth



WALKING ON A CLOUD

"Excellent occupational shoes"



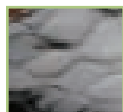
Doreen



Marian



Doris



Trotters®



Betsy



Margot



Jamie



"Classic styles that provide supreme comfort"

 WALKING ON A CLOUD



aravon.

Comfort Engineering by new balance®



Fallon



Freya



Faye



360° Fit.

*Width sizing (2A to 2E) and
extended sizes, ensure better fit
and performance.*



Mara



Maya

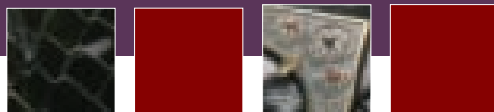


Jodi



Morgan

*Styles may vary
by store*



175125



458025



456000



L3877-35



L1751-25



L4580-25



52180-33

"Quality & comfort at affordable prices"





Bomoa



Fanaka GTX



Nama



Maliza



Tambo



Goti



new balance.



WW811



WIDTHS AVAILABLE					
2A	B	D	2E	4E	6E
Rest of models come in all widths.					



WW845WBC



ME070PB



WE070GN



MX855WN



WR883CU

"One of our most loved brands"


WALKING ON A CLOUD

Ready for anything



Nord
(women)



Namera
(women)



Naomi
(women)

Nineties
(women)

ALLROUNDER 
BY MEPHISTO



Alian (women)

Axelle (women)

**TIRED FEET?
NEVER AGAIN!**

We wear MEPHISTO shoes with
SOFT-AIR TECHNOLOGY

MEPHISTO 
WORLD'S FINEST FOOTWEAR

**YOUR EVERYDAY
FITNESS-TRAINER!**



 **SANO**
ACTIVATES BODY & SOUL
by MEPHISTO

WALKING ON A CLOUD

50th Anniversary Promotions

'SHOESDAY TUESDAYS'

On 97.3 EZ Rock FM. It's a weekly celebration of shoes, with hourly giveaways of \$150 Walking on a Cloud GIFT CARDS from 9am to 5pm every Tuesday from September 2009 to February 2010!

FALL 'SHOE-OVER' Maybe you will be our next lucky winner in our fall shoe-over event in which Lucy Zilio and I pick a passerby for a free shoe-over!

ROCKPORT SAVINGS Visit one of our stores between September 22 and October 11th to save \$15 off any regular priced Rockport Footwear.

UGG EVENT For one week only, October 19th-25th SAVE \$20 OFF any regular priced UGG boot.

CLARKS EVENT WEEK Come in and Enter to Win a FREE pair of Clarks Shoes October 11th - 19th.

NEW BALANCE Receive a free pair of Run for the Cure socks with New Balance shoe purchase during Oct 26 - Nov 9th.

See in-store for other promotional activities.

Raising money for the Cure — Over the last 3 years we have raised over \$ 93,500 and this year we will raise over \$ 40,000.00 dollars more for Breast Cancer Research. We would like to take this opportunity to thank our Owners - Paul Vella, Lori Vella and David Vella, our vendors, our staff and all our customers who made these campaigns a success.

Thank You! Paul, Co-captain Team Hope chest & Manager, Maplevue Mall



Celebrating 50 years in the shoe business.



VOVO BANG & OLUFSEN GEORG JENSEN NOKIA



GEORG JENSEN ENTERTAINMENT CENTER



WATCHES



IT & MOBILE PHONES

ecco

TRY A PAIR OF ECCO SHOES
& ENTER OUR COMPETITION TO
WIN A CAR
& OTHER STYLISH PRIZES

October 1st-31st
Ask in store or see ecco.com/competition



WALKING ON A CLOUD

Where Style & Comfort Meet



STORE LOCATIONS

GTA

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

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, 1 Woodlawn Rd.W.	519.827.1340

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

NORTH

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

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

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

www.walkingonacloud.com

