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Pleaser USA, Inc. Introduces New Steampunk and UV Reactive Cyber Footwear Collections In DEMONIA® Vol. 6 Catalog

Fullerton, CA- March 15, 2010- Always innovating and never compromising, DEMONIA® by Pleaser USA, Inc., the global leader in sexy and alternative footwear, is once again leading the charge in defining alternative footwear with the exciting new additions of steampunk and UV reactive cyber styles to its Vol. 6 catalog.

The term “steampunk” loosely describes the extraordinary fashion trend that combines 19th century industrialized aesthetics with a ‘do it yourself’ philosophy. According to Director of Product Development Vanessa Erhardt, the neutral yet intricately detailed designs of the new collection gives steampunk enthusiasts the option to further customize the shoes to their individual liking or wear them as is. “DEMONIA® is the only brand out there that offers a full collection of ready-made steampunk footwear,” commented Erhardt.

The new steampunk collection consists of women’s flats, heels and boots made from microfiber, tweed and polyurethane, as well as men’s boots made from leather. All styles are embellished with fleur de li button snaps or metal bronze ornaments in the shape of bats, butterflies and machinery gears. “Steampunk fashion is about creating a look that delights the senses and engages the viewer,” said company CEO Ben Hsu. “The Victorian era was characterized by manufacturing and extensive urbanization, and we were inspired to create a collection that would transform ordinary machinery gears into intricate and unique complements to our shoes,” added Hsu.

Also new in the DEMONIA® Vol.6 catalog are the cyber collections which utilize UV green, white and hot pink neon paint on heels and platforms, as well as battery operated strobe lights built-in to 4 1/2” stacks. “This collection was the result of numerous requests from customers, particularly club kids, asking us to incorporate the UV reactive feature into more of our shoes,” said Erhardt. “These shoes are extremely popular within the club scene, and for those who want to stand out in a crowd, these shoes are sure to do the trick,” said Hsu.

To view the steampunk and cyber collections in full, check out the DEMONIA® Vol.6 catalog online at www.pleaserusa.com.

About Pleaser USA, Inc.

Pleaser USA, Inc., incepted in 1993, started out as an importer and distributor of urban fashion footwear. Over the years, it has evolved into a specialty footwear powerhouse serving exclusively the needs of various alternative lifestyles. With a customer base spawning almost 50 countries; and expansive 130,000 sq. ft. facility; seven distinctive footwear brands: PLEASER, BORDELLO, DEMONIA, DEVIIOUS, FUNTASMA, PIN UP COUTURE and LUCIOUS, which encompasses a vast collection of footwear featuring sexy, glam, retro, rockabilly, fetish, gothic, punk, and renaissance; and a commitment to total customer satisfaction and reliable on-time delivery, Pleaser USA, Inc. has positioned itself as a premier global manufacturer and wholesaler of sexy and alternative footwear. For more information about Pleaser USA, Inc., please call 714-771-1888 ext.115 or visit www.pleaserusa.com.