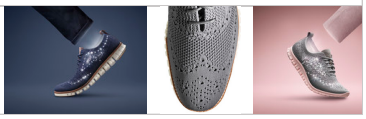
A New Level Of Lite: Cole Haan Launches ZERØGRAND Stitchlite™

COLE HAAN

NEWS PROVIDED BY
Cole Haan →
Feb 09, 2017, 07:40 ET

NEW YORK, Feb. 9, 2017 /PRNewswire/ -- Cole Haan, the global lifestyle brand and retailer, announces the launch of ZERØGRAND Stitchlite™, a stylish transformation of the traditional leather Wingtip Oxford. Taking shape in a distinctive knit style, the shoe delivers dramatic improvements in lightness and breathability through the art of construction.

Cole Haan - Men's ZERØGRAND Stitchlite(TM) - Marine Blue/Optic White



"ZERØGRAND Stitchlite™ is our newest elegant innovation as we continue our quest to reimagine and reinvent the definition of dress footwear," says Jack Boys, Chief Executive Officer at Cole Haan. "We are excited to deliver this outstanding shoe to customers that is as comfortable in the office as they are about town."

Cole Haan has artfully constructed the men's and women's ZERØGRAND Stitchlite™ as the next frontier in innovative wingtips; versatile, lightweight and understatedly elegant. The men's ZERØGRAND Stitchlite™ Wingtip Oxford arrives just in time for Spring, with an array of vibrant colorways like Burnt Orange, Optic White and Marine Blue. With a nod to the storied heritage of Cole Haan, subtle leather details accompany the men's styles. For women, the shoes come in Optic White Knit/Vapor grey, Ironstone Knit/Tropical Peach and Marine Blue Knit/Optic White.

"This groundbreaking oxford features zonally designed dynamic stitching and static tight gauge-stitching to create a customized, foot-hugging fit while open, pointelle-stitching details improve breathability and moisture control" says Scott Patt, Vice President of Design & Innovation at the Cole Haan Global Innovation Center in New Hampshire. "The upper design of the ZERØGRAND Stitchlite™ Wingtip Oxford works in harmony with an anatomically engineered outsole mimicking the natural motion of the foot." Rubber pods on the forefoot and heel allow for an improved grip on any surface while a signature Grand.ØS energy foam footbed and unit sole provide cushioning for the ultimate in comfort.

The ZERØGRAND Stitchlite™ collection is available now on **www.ColeHaan.com** and in US and international Cole Haan Stores.

About Cole Haan

Cole Haan LLC, with its Global Headquarters in Greenland, New Hampshire and Creative Center in New York City, is an iconic American lifestyle accessories brand and retailer of premium men's, women's and children's footwear, handbags, leather accessories, outerwear and eyewear. Cole Haan stands for its commitment to craftsmanship, timeless style and design innovation. For more information, visit ColeHaan.com and follow @ColeHaan.

For more information, contact:
Kimry Blackwelder, Cole Haan
Phone: +1 (212) 763-3060
E-mail: **kimry.blackwelder@colehaan.com**

SOURCE Cole Haan

Related Links

http://www.colehaan.com