

Bata launches Insolia giving comfort, health and ... height to all women



Bata has launched its new collection of shoes with brand new technology making high heels more appealing called Insolia and was showcased in a pop up event recently held at the Bata store in MBK Center with special guest Green Atsadaporn Siriwattanakul in attendance. The uniqueness of Insolia is comfortability and durability lasting up to three times longer than the average high heel shoes whilst giving the impression of 3 cm of height gain on average. Insolia technology also has another direct health benefit as it promotes correct posture whilst walking or even in a standing position. Insolia has 10 collections that are now available at all 123 branches of Bata.

Photo show (From left):

1. Jittra Moonprahas Senior Collection Manager-Ladies Category Bata (Thailand) Limited
2. Atsadaporn Siriwattanakul Special Guest
3. Opart Suamsiri Senior Collection Manager-Mens Category Bata (Thailand) Limited
4. Guntanit Premjaisuk Marketing Manager Bata (Thailand) Limited

For further information and images please contact:

Ruksina Supatnuntakul Midas Communications International Co, Ltd.

E-mail: ruksina@midas-pr.com Phone: +66 08 304 8870 Website: www.midas-pr.com