



kick into fun. slip into style.

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FOR IMMEDIATE RELEASE

**Flojos® Helps Kids and Parents ‘Re-Boot’ for 2012-2013 School Year
New, Faux-Fur Lined Boots Soften Impact of Fall Schedules, Temperatures**

THOUSAND OAKS, CA (May 9, 2012) – [Flojos](http://www.flojos.com), top manufacturer of high-quality sandals since 1979, introduces a new line of boots for children, as well as an extended line of boots for women, for Fall 2012.

Offering three children’s styles and five women’s styles, the on-trend lined boots feature snow- and rain-ready exteriors (consisting of durable, premium cow suede uppers with reinforced stitching and rubber outsoles), paired with a super-soft faux-fur lining. For families dragging their feet about fall back-to-school shopping, Flojos maintains family-friendly affordable prices (\$48 for kids’ sizes, and starting at \$60 for adult sizes) and durable, quality manufacturing.

“Flojos’ lined boots continue to flourish as our sandal-minded consumers demand the comfort and convenience of a slip-on, with the added warmth appropriate for the cooler seasons,” says Flojos Marketing Director Alan Beatty. “Our 2012-2013 boot line for children and women is a natural extension of Flojos’ footwear for the casual, active lifestyle.”



Children’s Boots

With playful pinks and purples and fun accents, the wee-sized kids’ boots help children make a big statement, from the playground to the ski resort. The cozy **Aurora** (available in chestnut or pink, MSRP: \$48) keeps kids’ toes toasty and trendy, with a decorative faux-fur cuff and tassels. Like mother, like daughter, the **Halo Jr.** (available in black or chestnut, MSRP: \$48) accentuates the classic lined-boot look with a playful side-button. Finally, for

girls with a little spunk, the **Snow Bunny (pictured left, available in pink or purple, MSRP: \$48)** kicks style up a notch with a side buckle tied with fringed leather tassels.

Women’s Boots

New for 2012-2013, Flojos’ adult boot line turns up the heat with stylized, designer-inspired looks like the **Flurry** (available in chocolate or black, MSRP: \$75), which keeps feet snug with three, stylish toggle fasteners. Giving boots the freshly-frosted look, the **Blizzard (pictured right,**



available in chocolate or black, MSRP: \$98) features three buttons as well as white-highlighted faux-fur trim along the top and side of the boot. The trim thickens with the **Heavenly** boot (**pictured at top**, available in chestnut or black, MSRP: \$84), which features faux-fur along the front, sides and rim of the boots, along with decorative back laces. These styles beef up the already existing **Arctic** (MSRP: \$65), **Halo** (MSRP: \$75), and **Frost** (MSRP: \$60) boots, which make a return this year.

Thousand Oaks, Calif.-based Flojos is one of the top sandal manufacturers and has offered high-quality footwear for the casual, active lifestyle since 1979. A name synonymous with fashion, comfort and style, find Flojos brand footwear (women's, children's and men's styles) nationwide in chain stores, surf shops, specialty stores and fashion boutiques, or shop online at www.flojos.com.

Media interested in a catalog, samples, high-res images or more information may contact Margaret at On the Horizon Communications: Mpack@thepressroom.com or (805) 773-1000.

