



kick into fun. slip into style.

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## FOR IMMEDIATE RELEASE

### **Flojos® Faux-Fur Lined Boots Offer Holiday Gifts with All of the Trimmings** *New Women's & Children's Boots Fulfill Christmas Wish Lists for Affordable Style & Warmth*

THOUSAND OAKS, CA (June 28, 2012) – [Flojos](http://Flojos.com), top manufacturer of high-quality sandals since 1979, sends a new line of boots for women and children down the chimney in time for holiday shopping in Fall/Winter 2012.

Offering three children's styles and five new 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 – an ideal combination for the winter season.



For families bogged down by extensive holiday shopping lists, Flojos maintains family-friendly affordable prices (\$48 for kids' sizes, and starting at \$60 for adult sizes) and durable, quality manufacturing.

#### **Children's Boots**

With playful pinks and purples and fun accents, the wee-sized kids' boots make for winter gifts tikes will adore. 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 winter.



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](http://www.flojos.com).

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

