



kick into fun. slip into style.

Agency contact: Emilee Tappen, Emilee@thepressroom.com; Stephanie Musso, Stephanie@thepressroom.com (805) 773-1000
Client Contact: Alan Beatty (800) 443-5656, alanbeatty@flojos.com
Atlanta Shoe & Accessory Show, August 17-19, 2012: Booth # 604; 606; 608
WWIN, August 20-23, 2012: Booth # A2413
Magic, August 21-23, 2012: Booth # JR71928
Surf Expo, September 6-8, 2012: Booth # 1601

FOR IMMEDIATE RELEASE

Flojos® Introduces New Wave of On-Trend 2013 Sandals at Summer 2012 Tradeshows

Stylish Sandals for Men, Women and Children Lead Consumers from Sand to the Street

THOUSAND OAKS, CA (July 31, 2012) - [Flojos](http://Flojos.com), top manufacturer of high-quality sandals since 1979, introduces its new 2013 line of sandals for men, women and children at a string of summer 2012 footwear and fashion industry tradeshows. Demonstrating the classic, California beach style as it translates from the sand to the streets, Flojos will exhibit everything from surfer-inspired slippers to three-inch dressy wedges at the upcoming Atlanta Shoe & Accessory Show (August 17-19, Atlanta, GA); WWIN (August 20-23, Las Vegas, NV); MAGIC (August 21-23, Las Vegas, NV); and Surf Expo (September 6-8, Orlando, FL).



“The 2013 line of sandals outfits the casual, active lifestyle with trending, fashion-forward comfort,” says Marketing Director Alan Beatty. “This line offers more diverse styles than ever before, fulfilling the needs of every consumer, from the hard-core surfer to the resort-hopping diva.”

Woven Wave-Watchers

Step into the beach vacation state of mind with Flojos’ new 2013 woven sandals for men and women. Intertwining a sturdy sole with a braided leather strap reminiscent of a thatch-roof cabana, sandals like the men’s **Typhoon** (pictured above-right, available in

Cognac, Brown and Black, MSRP: \$44) and the women’s sliver-wedge **Twist** (pictured left, available in Brown, Black and Tan, MSRP: \$36) provide the perfect integration of comfort and style.



Sanded Sandals

Smooth as sand-glass, the washed look and soft, worn-in feel of the men’s **Clove** (pictured left, available in Cognac, Sesame and Black, MSRP:\$36) and women’s **Clover** (available in Cognac, Black and Coffee, MSRP: \$29) are an instant hit for all feet looking for instant comfort in a sandal. For ladies, Flojos takes the comfort and look to new

heights with wedge sandals like the **Ivy**, a nearly four-inch wedge version of the same style (pictured above-right, available in Coffee and Black, MSRP: \$32).



Memory (Sea) Foam Flyers

Expanding the popular comfort line, Flojos extends the luxurious waffled memory foam sole into new territory with styles like the women’s thin-strapped **Flora** (available in Natural/Brown, Black/Gray and Brown/Fuchsia, MSRP: \$33) and the slip-on style **Gia** (pictured right, available in Black/Blue and Brown/Orange, MSRP: \$40) for women and **Gavin** for men (available in Brown or Black, MSRP: \$40). Appealing to athletes or on-the-go toes, the cushy recovery-wear comfort sock is ideal for throwing on after hitting the gym or for a long day of walking or shopping.



The 2013 Flojos line includes numerous sandal, shoe and boot styles for men, women, children and toddlers, and can be found nationwide in chain stores, surf shops, specialty stores and fashion boutiques,

or online at 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 or call (805) 773-1000.

