



kick into fun. slip into style.

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**Surf Expo Booth #1897**

**FOR IMMEDIATE RELEASE**

**Flojos® Unfurls New His, Hers and Kids’ Sandals at Surf Expo, January 10-12, 2013**  
*Stylish Sandals for Men, Women and Children Lead Active Consumers from Sand to the Street*

THOUSAND OAKS, CA (January 3, 2013) – [Flojos](http://www.flojos.com), top manufacturer of high-quality sandals since 1979, introduces its latest line of affordable, stylish and well-made sandals for men, women and children at **Surf Expo in Orlando, Florida from January 10-12, 2013, Booth #1897.**

Demonstrating the classic California beach-style as it translates from the sand to the streets, **Flojos offers new surfer-inspired slippers and recovery kicks that know how to “hang ten” in any environment.**



**SURFER-STYLE FAVORITES:** The washed look and soft, worn-in feel of the men’s **Clove** (pictured at left, available in Cognac, Coffee and Black, MSRP: \$37) and women’s **Clover** (available in Cognac, Black, Sesame and White; MSRP: \$31) are an instant hit for beach-loving feet. Ladies can take the look to extremes with the thin-strapped flat version, the **Jane** sandal (Black, Cognac, Sesame; MSRP: \$22), and the

high wedge version, the **Jana** sandal (pictured above-right; Black, Cognac, or Coffee; MSRP: \$41).

**WATER-PROOFED WALKERS:** For splash-proof style, women can check the surf in the bright **Stella**, an EVA rubber sandal in Black, Navy, Raspberry and White tones (available January 2013; MSRP: \$13), while men can comb the beach in the **Shred**, a brushed EVA sandal with a unique look and soft, wavy texture (pictured at right; available January 2013 in Black and



Charcoal; MSRP: \$22).



**POST-SESSION RECOVERY:** For extra comfort and recovery, Flojos extends the luxurious waffled-foam sole into new territory with styles for men, women and children. The women’s thin-strapped **Flora** (Natural/Brown, Black/Gray and Brown/Fuchsia; MSRP: \$33) cups the sole after a long run, surf or skate with a mini-egg crate, bulk-free design. The wide-strapped **Parker** for men (pictured above-left; available in Brown or Black; MSRP: \$43) straps feet in for indulgent relaxation and recovery, ideal after braving jagged rocks on the beach. Even the kids can join in the comfort with styles like the boys’ **Stealth** (pictured right; available in Black or Brown, sizes 11-4, in March 2013; MSRP: \$24).



The 2013 Flojos line can be found nationwide in chain stores, surf shops, specialty stores and fashion boutiques, or online at [www.flojos.com](http://www.flojos.com). Media interested in making an appointment at Surf Expo, or in seeing catalogs, 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.

