



kick into fun. slip into style.

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FOR IMMEDIATE RELEASE

Flojos® Unfurls New Sandals for Every Age & Activity at February Shoe Shows

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

THOUSAND OAKS, CA (January 29, 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 the **Magic WWD show, from February 19-21, 2013 (Booth #YC75429)**, and at the **Atlanta Shoe Show, from February 23-25, 2013 (booth 604)**. Demonstrating the classic California beach-style as it translates from the sand to the streets, Flojos offers new surfer-inspired slippers and recovery sandals that know how to “hang ten” in any environment.



INSTANT 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, whether for combing the beach or cruising at the mall. 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 ideal for pool parties,



shopping the boardwalk, or gardening, women will delight in the bright **Stella**, an EVA rubber sandal in Black, Navy, Raspberry or White tones (available January 2013; MSRP: \$13), while men will enjoy the unique look and soft, wavy texture of the brushed EVA **Shred** sandal (pictured at right; available January 2013 in Black and Charcoal; MSRP: \$22).

POST-WORKOUT 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, yoga session or spin class with a mini-egg crate, bulk-free

design. The wide-strapped **Parker** for men (pictured above-left; Brown or Black; MSRP: \$43) straps feet in for indulgent relaxation and recovery, ideal after an afternoon of pick-up basketball or backpacking in the mountains. 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. Media interested in making an appointment the above trade shows, or in seeing catalogs, samples, high-res images or more

information, may contact Emilee at On the Horizon Communications: Emilee@thepressroom.com or call (805) 773-1000.

