



kick into fun. slip into style.

Agency contact: Stephanie Musso, Stephanie@thepressroom.com, (805) 773-1000
Client Contact: Alan Beatty, alanbeatty@flojos.com, (800) 443-5656,

FOR IMMEDIATE RELEASE

Flojos® Springs into a Bright New Season with New, On-Trend Sandals

Stylish Spring Sandals Lead Men and Women into the Sun, Sand and Streets

THOUSAND OAKS, CA (February 11, 2013) – [Flojos](http://www.flojos.com), top manufacturer of high-quality sandals since 1979, stretches its toes into the green hillsides and sunny seashores of spring with comfortable, practical and stylish new sandals for men and women. With bright, wildflower-tinted rubber sandals, seascape-inspired tan and skin-tone slippers and wavy Easter-egg-crate recovery flip-flops, spring at Flojos has sprung.



“The spring 2013 line of sandals helps men and women of the casual, active lifestyle shed their winter layers and step confidently into a new season,” 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 spring break 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.



Seaside Slippers

Smooth as sea-glass, the washed look and soft, worn-in feel of the men’s **Clove** (available in Cognac, Coffee and Black, MSRP: \$37) and women’s **Clover** (available in Cognac, Black, Sesame and White, MSRP: \$31) help fragile winter feet find instant comfort in a spring sandal. Ladies can add a splash of garden-inspired color with the splash-proof **Stella**, an EVA rubber sandal that comes in Black, Navy, Raspberry and White (pictured right; Brown available in June 2013; MSRP: \$13). Men will easily shed wool socks for the cool comfort of the **Shred**, a sandal with brushed EVA for unique texture and feel (Black and Charcoal; MSRP: \$22).



Foamy Flip-Flops

Just in time for Easter egg hunts, Flojos extends its luxurious egg-crate comfort 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/Tangerine, MSRP: \$40) – ideal for throwing on after hitting the gym or for a long day of walking or shopping. For men, the **Gavin** slide (available in Brown or Black, MSRP: \$40) appeals to athletes or on-the-go toes.



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 Stephanie at On the Horizon Communications: Stephanie@thepressroom.com or call (805) 773-1000.

