



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

Women Find Their Summer Sandal Style with Flojos® Fresh Flip-Flops

Hot New Looks from Flojos Take Her from Understated to Elevated

THOUSAND OAKS, CA (February 13, 2013) - [Flojos](http://www.flojos.com), top manufacturer of high-quality sandals since 1979, salutes summer with a new line of 2013 women’s sandals to fit with vacation plans and hot styles of the season.

“This summer, women will find a sandal for every destination, style and leisure activity,” said Alan Beatty, VP of marketing for Flojos. “From jazzy sandals for pool-side, to laid-back looks for the summer flowerchild within, Flojos’s summer women’s flip-flops have all the bases covered.”



Earthy

Women looking to get in touch with Mother Nature this summer will love Flojos’ rootsy new looks, like the **Lucy** (pictured top-right; available June 2013; MSRP: \$33), a slim, sliver wedge sandal in Black or Brandy with delicate braided detailing on the straps. For an added twist, the

Brown, Black or Tan **Twist** sandal (pictured left; MSRP: \$36) offers even more woven texture on the strap with a glint of gold intertwined. Taking the natural look a step higher, the **Starlett** (pictured right; MSRP: \$45) brings a sparkly, lace strap in Black or Brown to a tall wedge style.



Classic

Streamlined sandals like the **Cate** (pictured right; available June 2013; MSRP: \$30) in basic Black and Brown offer a simple silhouette to pair with feminine outfits for summer. The slight, one-inch wedge of the **Emma** in Black, Cognac or Coffee steps the look up a notch (pictured left; available June

2013; MSRP: \$37), while the towering, four-inch **Ivy** wedge (pictured right; MSRP: \$32) fits in seamlessly with casual day or evening attire.



Brilliant

Light up a summer evening outfit with the jewel encrusted Black **Crystal** wedge (pictured right; MSRP: \$40), featuring a two-inch wedge with triple rows of gleaming gems along the straps. For a slightly more subdued sparkle, the **Kelsey** (pictured bottom-right; available June 2013; MSRP: \$33) puts a single row of glittery stones along the straps of the Black flat.

Adding luxurious comfort to the opulent category of style, the **Glimmer** (pictured left; MSRP: \$33) combines a heavily-sequined strap in Purple, Pewter or Navy to the waffled comfort sole.



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.

