



the new california dream



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FLIP FLOP + CLOG = flogG





the SOUL behind the brand



DESIGNER
Carol de Leon
Wearing Diana Clog
MSRP \$149.95

After years of designing for fashion and comfort brands alike, veteran shoe designer Carol de Leon took a moment to deeply think about what was truly needed in the market. Having the ability to design any imaginable shoe possible, her immediate need for a shoe that offered height with a cool comfort factor led to the invention of the latest shoe sensation, FLOGG. In flight, on a cocktail napkin, at the tail end of a research and design trip from Milan, she sketched what she imagined to be a hip shoe that she could dance in all night. With a chunky wood base construction, topped with a layer of EVA, the material your most comfortable flip flops are made of...and voila! A fantastic hybrid of two iconic types of footwear, a flip flop and a clog was born... FLOGG.

The first FLOGG collection has been developed with great secrecy. De Leon wanted to maintain the project under wraps because of its novelty and entrusted the endeavor only to shoe technicians with whom she had long lasting relationships. Most of the prototypes were kept out of factories and made by hand on the kitchen table. Meanwhile, a California dreaming lifestyle concept evolved around the casual chic designs and without doing any formal trade shows or presentations, the first collection was shown to top buyers by invitation only in October. With most budgets already spent for the Spring 2013 season, buyers scurried to find the dollars to add FLOGG to their selections because they immediately recognized that this

new shoe line had great potential to be the next hot iconic brand likened to Uggs and Crocs. The first delivery of FLOGG will be this Spring in stores like Nordstrom, Belk, Shop Bop and many independents nationwide. International distributors are already lined up to view the new Fall 2013/14 line at the Micam shoe show in Milan this March.

The positive response from the retailers has been so incredible, De Leon is still in disbelief. "I honestly designed this for myself, and I had no idea that the positive response would be so widespread and well received. I'm extremely happy to be able to share this new shoe concept with all the women out there with the same need. I'm also extremely thrilled to be part of something exciting and new in the market. Many times in the design process you strive to create something so new and different, never been done before, it leaves you uncertain about the marketability and whether the new design would be sellable and relevant to the needs of the market. For years I have traveled the world on research and development trips, only to find that if I start from within, I can determine what is absolutely essential".

The mother of invention is need so they say. FLOGG is the new hot item that satisfies your fashion whims at the same time that it addresses the most absolute need to feel confident, comfortable and carefree. Life is too short to look good and feel bad. Now vanity has never felt so good!

STYLES



MELANIE



FANTASTIC



FARRAH



FORTE



REXFORT



CASSIE



RAINBOW



Rexfort





Cassie

is **the ultimate high heel** alternative. In heels women **walk sexier**, are more feminine, great for when you want to make that captivating **grand entrance** and all eyes remain fixed on you as you work the room or **dance the night away...**

Cassie



Forte

This **mid heel** is perfect for just a little lift, **an easy slide** into an array of endless **options**



Nude Patent



Lavender Nappa



Magenta Patent



Melanie



is your **low heeled leisure** choice for that **brunch in Malibu** or the surprise getaway to **St Bart's**. **Casual and chic, relaxed** and at ease, but always taking your stride in **effortless style**.



Farrah



Fantastic





In the 1970's the womens' liberation movement was born. The quest for equality in society made women also yearn for freedom of expression in their clothing. The Europeans influenced American fashion with sexualized glamour, style icons Jane Birkin, Bianca Jagger, Brigitte Bardot & Farrah Fawcett made miniskirts and platforms popular silhouettes that keep re-appearing on today's modern catwalks.

Now with FLOGG, disco dancing can be so much more fun as retro classic shapes are made more comfortable with the flip flop EVA component, facilitating women's agile and upwardly mobile status.

FLOGG is a revolutionary new category of footwear inspired by the laid back California lifestyle and invented for all women who want to feel good and look fantastic without sacrificing design.

Each pair is made with natural wood and genuine leather, handcrafted with care and attention to detail. Vanity never felt and looked so good.

Patent Pending

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