



make heels comfortable ... slip into chinelas when your feet need relief!

For Immediate Release

**THE MUST-HAVE ACCESSORY FOR EVERY WELL - HEELED SOCIALITE!
Wear This Season's Hottest High Heels Worry-free: Forget Gel Inserts or Dirty, Clunky
Flip Flops in Your Handbag!**

DATE 2009: Now women can wear sexy high, high stilettos anytime they like without dreading the aching pain afterwards – just by popping a pair **of Chinelas by Michelle** foldable flat sandals in their handbags!

Forget those sticky gel cushions in your heels or a pair of daggy old thongs that ruin a hot outfit. **Chinelas by Michelle** are gorgeous portable satin sandals that slip into the handbag to keep tired feet looking chic – super comfy and keeps handbags hygienically clean!

Sydney local girl and industrial designer Michelle Chung created these comfortable and cleverly designed portable shoes to be worn after wearing high heels.

Michelle says “Who hasn’t carried around a pair of old thongs in their handbag to a wedding or party, knowing you won’t make it home in your heels. **Chinelas by Michelle** are a classy alternative to blistered feet or carrying bulky flip flops”

Chinelas (*pronounced 'chi-ne-las', meaning sandals in Spanish*) offer several key design features for party princesses on-the-go!

- Despite the delicate appearance, the outsoles are tough enough to wear every day on hard surfaces like concrete and will protect feet from glass and other hazardous.
- **Chinelas by Michelle** are small enough (just 240 grams) to be tucked into your handbag, gym bag or carry-on luggage. So small you can even keep them in your back jeans pocket!
- **Chinelas by Michelle** are the only foldable shoe on the market that folds outwards with soles that can lock together; avoid touching worn, dirty soles!
- After swapping from heels to **Chinelas by Michelle**, The satin pouch transforms into a sling to carry your heels home in.
- A zip pocket inside the pouch is the perfect place to stash your cash and a lippy, meaning you can travel light and just take the pretty satin **Chinelas** pouch out and about instead of a handbag.
- Available in a range of tempting colours such as silver, ruby red, classic black and plum purple – something to go with every outfit.
- Priced at \$39.95, they are affordable enough to ensure more wear out of your heels, and save on cab fare getting home to ease aching sore feet!

Chinelas by Michelle are available for purchase from www.chinelasbymichelle.com

The website has a downloadable 1:1 scale size chart for accurate sizing, a You Tube demonstration of **Chinelas by Michelle** in action.

-ENDS-



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MEDIA INFORMATION

To sample a pair of **Chinelas by Michelle** or to offer a prize for your members, please email michelle@chinelasbymichelle.com with your preferred colour and size.

For further information about **Chinelas by Michelle**, more images or to interview Michelle, please use contact below. To read Michelle's blog on the creation of her shoes, click on the blog link on www.chinelasbymichelle.com.

MEDIA CONTACT

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