



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

BIOGRAPHY



Michelle Chung, Director of **Chinelas by Michelle** footwear

After graduating from a Bachelor of Design in Industrial Design at UTS in 2003, Michelle Chung from Chinelas by Michelle knew how difficult it was to get into Industrial design in Australia, so she worked as a graphic artist, then in footwear, accessories, bags, hats, denim and childrenswear design for Lonsdale clothing brand. Wanting to gain more experience outside of the fashion industry, she accepted the position of Product Development Manager for a souvenir and toy company in Mascot.

After suddenly becoming redundant just before Christmas 2007, Michelle thought of trying an entrepreneurial career designing and developing her own ideas and work towards a path of financial freedom instead.

This unexpected incident made Michelle think about the career paths of fellow designers in Australia – an uncertain future with most manufacturing offshore and the economy at it's lowest point. The best thing to come of it was the decision to become financially secure by learning more about business and finance, something that was not emphasised during uni.

Michelle used her design skills to create a product from a simple idea and wrote all the information on a blog – from ideation, research, development, prototyping, patenting and Intellectual Property protection, setting up a company and tax structures, finding reliable offshore manufacturers, getting samples made, quality controlling stock, bringing stock into the country, setting up a website, marketing planning, PR and sales and cashflow management.

Chinelas by Michelle (pronounced 'chi-ne-las', meaning 'sandals' in Spanish) range of footwear came from an idea most girls sorely need when going out to social events, weddings and parties! After wearing high heels for a few hours, most girls find themselves with sore, aching feet and the desire to take them off to walk more comfortably barefoot! Michelle designed a compact flat shoe that was small, protective and hygienic enough to be kept in the handbag. The main advantages are that the shoes are the only ones on the market to fold flat hygienically with soles together and also comes in a convertible pouch which can carry heels home afterwards.

Check out www.chinelasbymichelle.com for Youtube demo videos, more info and to order online.

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