

SHOO STICKS™



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HOT ON THE HEELS OF SUMMER:

SHOO STICKS PUT THE SPRING BACK IN YOUR STEP FOR THE RACING SEASON

Every girl knows that shoes make or break an outfit and when sling backs slip or straps slide, even the most immaculate fashion icon can come unstuck...

SHOO STICKS are ultra-slim, transparent, double-sided adhesive fashion sticks designed to keep your slippy slings, sloppy straps, mischievous mules and pinching pumps in place.

They are the new award-winning Australian invention, set to make foot faux pas a thing of the past, so you always have your best foot forward.

With the racing season and Melbourne Cup fast approaching – and summer parties hot on the heels – it's time for every fashion conscious diva to put some serious thought towards her feet.

Everyone remembers what happened to Naomi Campbell at the Vivienne Westwood show the night she forgot her SHOO STICKS.... It's a foot faux pas that has gone down in history. And more recently Beyoncé will be wishing she packed her own SHOO STICKS into her Louis Vuitton trunk before she hit the road.

SHOO STICKS were invented by Sydneysider Louise McBride – a renowned high-flying city lawyer, self-confessed shoe-aholic and one of Australia's very few Haute-Couture buyers – after she got too frustrated by the lack of product available on the market to keep her designer sling backs in check.

So whether you're lunching with the girls like Posh Spice, strutting the red carpet like Sarah Jessica Parker or boogying all night long like Paris Hilton, you know that with SHOO STICKS your shoes are going to be right there with you, with no sticky situations or foot faux pas. What Hollywood Fashion Tape does for low-cut dresses, SHOO STICKS do for strappy shoes.

Two teeny tiny life saving strips that can easily fit in your clutch:

- ☞ Strip 1 – the more sticky side fastens to your shoe
- ☞ Strip 2 – the less sticky side fastens to your foot, stockings or tights
- ☞ Hey presto! You're ready to go....

SHOO STICKS are available at David Jones and selected stockists across Australia at just \$15.99 for a tube of 16 sticks. See www.shoosticks.com for more information.



For further information, product samples or photography, please contact Spin Communications:
Corey Cooper or Samantha Brown – +61 2 9360 3377
c.cooper@spin.com.au or s.brown@spin.com.au