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The flip-flop reinvented The iQushion™ - happiness at your feet

For happy feet 24/7 – look no further than the FitFlop iQushion – and make it your first choice of footwear to slip on this summer and wear to celebrate ‘National Flip-Flop Day’ on the 18th June.

Engineered by FitFlop’s in-house biomechanist, the iQushion flip-flops are true trail-blazers. Made of superlight high-rebound rubber, the technology features a built-in arch contour and an anatomically shaped footbed, with heel and ball-of-foot impact pillows that hug your feet for all-day comfort.

“The iQushion flip-flop is a great achievement. We took the classic style – something ubiquitously worn – and engineered the world’s most comfortable flip-flop. Traditionally the design is too flat and your toes have to work too hard, making flip-flops terrible for your feet and body alignment. It was a really big challenge to keep the slimline silhouette, but create a slip-on sandal with really good arch contouring and heel cushioning. Once you try a pair on you’ll never go back.”

Dr Kim Lilley, FitFlop Biomechanist





The iQushion flip-flops are the must-have summer accessory – lightweight, waterproof and slip resistant – you'll find yourself wearing them to the beach, bar and beyond.

For further information please contact:

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Notes to Editors:

- The iQushion flip-flops are available online at fitflop.com and in selected stores (for stockists see site for details).
- Prices start at £24/\$32 for the classic style in: gold, bronze, silver, navy, black, mink, white, mint green, yellow and coral. There are various strap designs that include the ombré sparkle, which is £35/\$45 and available in black, mink, white, mint green, blue, yellow and coral – or there's the sculpted feather or floral version that are both £32/\$38. In addition there is the back strap design that's £32/\$38 and comes in black, mink, bronze and gold or the sparkle style is £40/\$50 and available in black, white and mink.
- The collection is available in shoe size UK 3 - 9 (inc. 6.5), US 5 - 11 (inc. 8.5).



At FitFlop we believe that if you want to live an inspired life, you've got to start with a great foundation. So we make the world's most addictive ergonomic sandals, shoes, sneakers and boots, using world class design, a splash of fashion and an innovating mix of beauty, brains and biomechanics. Because really cool shoes not only look great, they're the ones you wear until they fall apart – the shoes that are so comfortable they call your name from the closet. We make them (and they make us!)

#NationalFlipFlopDay
#MakeEveryDayNationalFitflopDay
#FitFlop

