



Press Release – July 2010

Word Count - 446

## CAUSING QUITE A STAMPEDE New Footwear Launched Summer 2010

**'TAKE A WALK ON THE WILD SIDE' THIS SUMMER!**

BEASTS® are very proud to announce the official launch of its exciting new range of flip flops – designed for the urban animals of today!

This unique and vibrant range of flip flops are made of natural rubber with a donation of £1 from every pair sold going towards funding for animal conservation charities. There are four distinctive ranges including the Rainforest, Safari, Marine and Polar – each flip flop design depicts the face of an endangered animal, as classified by the International Union for Conservation of Natures Red List of Threatened Species (ICUN), and directly reflecting the ecosystems under threat due to global warming and environmental change.

This exciting addition to the flip flop market is the brain child of talented designer Melanie Gwinnett based in Dorset. Melanie says of BEASTS®, "I'm absolutely thrilled to be launching the flip flops, and the reception I've had from all over the UK and some parts of the world has already been incredible – everyone who sees them falls in love with them! Through the sale and promotion of the products we will support conservation projects around the world by pledging a donation from every item sold."

The distinctive BEASTS® have been designed to depict the very faces of those animals who will benefit from the donations raised from the sale of each pair. Melanie adds, "I wanted to design something that was going to appeal to everyone, whilst utilising the purchasing power of individuals to benefit the greater good and help the endangered animals."

BEASTS® have already selected three charitable partner organisations; Born Free Foundation, Marine Conservation Society and World Land Trust to receive the donations from each sale. Melanie goes on to explain why these particular charities were chosen, "It was very important to me and BEASTS® as a brand to help support those animals most affected by possible extinction – all of which are portrayed within the BEASTS® family of flip flops."

A very satisfied customer recently summed it up, "BEASTS® is such a young and cool brand offering customers a bespoke range of flip flops which combines fashion, fun and charity with a 'feel good element' from the charitable donations made from every pair purchased – it really is cool to be kind!"

The first 4 designs from the BEASTS® range to be launched at the beginning of July feature:

Panda (Rainforest Collection)- Black  
Polar Bear (Polar Collection) - White  
Marine Turtle (Marine Collection) - Turquoise  
Elephant (Safari Collection) - Pink

Exclusively available from: [www.beasts-footwear.com](http://www.beasts-footwear.com), and watch the BEASTS® story unfold by following them on Twitter and Facebook – BEASTS Footwear.

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### **Editors Notes**

For more information please visit [www.beasts-footwear.com](http://www.beasts-footwear.com)  
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