



## THE WORLD'S BEST FLIP-FLOPS NOW AVAILABLE FOR KIDS



A small-scale version of the world's best flip-flops. Introducing our new kids' collection – biomechanically engineered for kids' and toddlers' feet so they can move freely and develop naturally. Fun, playful and affordable, our iQushion™ kids' sandals deliver comfort and support, as well as pool cool style.

Dr Kim Lilley, FitFlop's inhouse biomechanist, says: "Kids' feet need footwear that won't interfere with their natural development. So, these lightweight unisex sandals feature our iQushion™ kids sole. They have a wider, lower, stable base, with slight natural contouring, allowing freedom to move and space to grow. They are also waterproof and slip resistant, making them perfect for pool side".

Our iQushion™ kids' styles launch this season in bright and bold colourways and include flip-flops and back-strap sandals.



### iQUSHION KIDS JUNIOR ERGONOMIC FLIP-FLOPS

Made from soft, flexible, high-rebound air-foam, that bends with developing feet and lets them 'feel' the ground helping balance and coordination. On top, super soft flexible rubber straps are anatomically shaped to increase stability and stop small toes gripping. In bright easy-to-find colours or classic black.



### **iQUSHION KIDS TODDLER ERGONOMIC BACK-STRAP FLIP-FLOPS**

Made from soft, flexible, high-rebound air-foam, with added grooves in the sole to maximise flexibility. The sole bends with developing feet and lets them 'feel' the ground helping balance and coordination. With solid back straps to keep things secure, however active your child.

### **iQUSHION KIDS TODDLER ERGONOMIC BACK-STRAP SANDALS**

The one-piece design is made from soft, flexible, high-rebound air-foam, with added grooves in the sole to maximise flexibility. The sole bends with developing feet and lets them 'feel' the ground helping balance and coordination. And has a fit that holds them correctly. With solid back straps to keep things secure.



In our kids' spring-summer campaign we explore the wonder of vibrant play without boundaries and the joy of discovery, with future campaigns continuing in this theme moving with the seasons. The new category launch marks another step on the journey, as FitFlop continue to deliver jaw dropingly comfortable, energising products for their base of loyal fans, while engaging in new consumers looking for better grade options that balance contemporary style and ergonomic design.

Our new kids collection will be available in selected FitFlop Indonesia retail stores (Pondok Indah Mall, Mall Bali Galeria, Mall of Indonesia, Tunjungan Plaza, Paris Van Java, Pakuwon Mall Jogja, and Seminyak Village). The collection also ranging from IDR 399,000 to IDR 599,000.

### **ABOUT FITFLOP**

Founded in 2007, FitFlop is a global lifestyle brand renowned for its innovation and technology in footwear. With wellness at its heart, FitFlop creates footwear with an uncompromising mission to empower you to move better and feel great. Biomechanically engineered and powered by science, FitFlop is about living without limits.

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