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11 December 2011

LUV Footwear launches luvfootwear.com, World Wide Web.

San Francisco, CA - 11 December 2011 - LUV Footwear, modern innovator of the ballerina flat launches her first website. Although it is just a place holder for a very dynamic and captivating website that is in the works, the LUV website shares the graphic details of the debut collection, spring/summer 2012.



The website offers retailers as well as consumer's access to the styles available for the season ahead. LUV is scheduled to arrive at retail locations across the country in April 2012.

"We have worked so, so hard over the past year to perfect our, very simple looking but extremely technical, ballerina flat. Our excitement to share them on the feet of the world has been amplified by our retailers." *Michael Toschi, founder and CEO of LUV Footwear.*

LUV Footwear just recently completed the FFANY shoe tradeshow in New York City last week and will be showing next at FN PLATFORM at MAGIC in Las Vegas, 13-15 February 2011.



About LUV Footwear

LUV Footwear is a company founded by Michael Toschi with a concept to revolutionize the ballerina flat with both artistic expression as well as anatomical performance. Equipped to deliver an infinite selection of stylish offerings and a comfort experience that is described as weightless support, LUV Footwear creates collectable, limited edition ballerina flats with fun, cute and beautiful personalities.

LUV Footwear is a privately owned company with headquarters in California and offices in Taiwan and Italy. LUV products will be sold at reputable fashion and footwear retailers around the world. For information about LUV Footwear or a retailer of LUV products, contact Jim Leahy, National Sales Manager, at jim@luvfootwear.com or please visit www.luvfootwear.com. For all media related inquiries, please contact us at press@luvfootwear.com or call +1 415 494 3588.