



PRESS RELEASE
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LUV FOOTWEAR PARTNERS WITH PIPERLIME



San Francisco, CA – 03 January 2013 – LUV Footwear has partnered with Piperlime as its first official online retailer. This partnership will help LUV continue its strategic global expansion as a lifestyle brand.

The LUV Dream Flats are intelligently constructed, anatomically shaped and endlessly expressive; a perfect offering for the fashion-minded followers of Piperlime. Piperlime, owned by Gap Inc, is a well-known online fashion boutique that provides customers with a fresh mix of products, brands, and price points.



“We are thrilled to begin working with Piperlime and see each other as an ideal fit. Our playful patterns and limited editions are sure to help inspire Piperlime’s audience, providing an appeal to both women and girls” Michael Toschi, Founder and CEO of LUV Footwear.

The LUV Dream Flat is scheduled to debut on the Piperlime website in February 2013.

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 footwear with fun, cute and beautiful personalities.

LUV Footwear is a privately owned company with headquarters in California. LUV products are sold at reputable fashion and footwear retailers around the world as well as online at www.luvfootwear.com. For information about LUV Footwear or a retailer of LUV products, contact Brant Sichko, National Sales Manager, at brant@luvfootwear.com. For all media related inquiries, please contact Adrienne Harty at adrienne@luvfootwear.com or call +1 415 494 3588.