



PRESS RELEASE  
COMMUNICATO STAMPA  
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**IMMEDIATE RELEASE**

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## ***LUV was in the Air on Southwest Airlines***

San Francisco, CA – 21 December 2012 – LUV Footwear turned an every-day Southwest flight into an experience filled with surprise and delight.

LUV wanted to inspire the spirit of holiday giving, so on a flight from LAX to SFO, LUV gave over 75 pairs of Dream Flats to Southwest passengers and flight attendants alike.

“I was inspired to live out our motto so I came up with the idea on my way to the airport. It gave me a great sense of joy to surprise the passengers and flight attendants by giving them shoes. LUV was in the air” Michael Toschi, CEO and Founder of LUV Footwear.



To LUV’s surprise, an executive from Hill & Knowlton was sitting next to Michael Toschi, CEO and Founder of LUV Footwear. He was inspired to film this Random Act of LUV using the camera on his mobile phone. Several days after arriving in SFO, Hill & Knowlton gifted this short video to LUV Footwear to continue sharing the inspiration.

(<http://youtu.be/8f4GVaH9zzg>)

### 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](http://www.luvfootwear.com). For information about LUV Footwear or a retailer of LUV products, contact Brant Sichko, National Sales Manager, at [brant@luvfootwear.com](mailto:brant@luvfootwear.com). For all media related inquiries, please contact Adrienne Harty at [adrienne@luvfootwear.com](mailto:adrienne@luvfootwear.com) or call +1 415 494 3588.