



THE HALO GROUP

PRESS RELEASE

For Immediate Release

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The Halo Group is Crazy for Shoes

Agency to Launch Beach Chic Spanish Accessory Brand Flossy in U.S.

NEW YORK, March 25, 2015 – [The Halo Group](#), a New York City based branding and marketing communications agency, is pleased to announce they have been selected by the Ibiza party scene staple, [Flossy Shoes](#), to capture attention of fashion influencers through a comprehensive multi-tiered national public relations and social media program.

Flossy Shoes were established over 30 years ago, and originally worn by bohemians, street artists and sailing enthusiasts of Barcelona. Handmade by artisans, popularity grew rapidly and fame was found on the island of Ibiza within the clubbing scene. “I believe that Halo’s understanding of the free-spirited, fun, adventurous and individual fashion sensibilities of our hipster audience, and their success in bringing European brands to the U.S. market, will help us reach our aggressive national distribution and sales goals,” said Luke Charlesworth, Founder and CEO Frenzi Wear Ltd.

Halo’s integrated public relations and social media program will kick-start by putting Flossy into the hands, and on the feet, of the key national fashion and lifestyle media, as well as build an online flossy community with influential bloggers. Additional programs throughout the year will include social content development, promotions, music festivals, celebrity seeding, events and product placement.

“We’ve already fallen in love with this rising star. The line is so much fun and every pair embody the fresh, sweet aroma of the beach, with a spritz of strawberry scent. The price point will allow shoe fans to purchase their own collection of seasonal Flossy wear,” said Linda Passante, CEO/Co-Founder, The Halo Group. “We will work alongside Luke and his team to strategize, plan and execute what is necessary to reach their overall goal: raise awareness of Flossy as a leading fashion footwear in the U.S.”

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About The Halo Group

The Halo Group is a marketing communications and branding agency that helps companies bring value to every experience a customer has with their brand. To do this, Halo brings together experts in business, branding, creative, public relations, digital, traditional and social media to work as a single team. They are working alongside a select group of international, national and regional clients to build relationships around the globe. Halo's work and staff have been honored with some of the industry's top awards; Telly, Webby, and Internet Advertising Competition Awards. Founded in 1994, The Halo Group is independently owned agency, headquartered in New York and is a member of AMIN, AAAA, PRSA, AMIN, NAWBO, and a recognized MWBE. Visit www.thehalogroup.com to see how we shine.

About Flossy

Flossy is a Mediterranean born, Spanish footwear brand with a 30-year heritage that has quickly become a must-have fashion essential across Europe and is launching in the U.S. spring 2015. Originating from the Rioja region of Spain where, to this day, each pair is still lovingly handmade, Flossy was originally worn by the bohemians, street artists and sailing enthusiasts of Barcelona and the Balearic Islands. Popularity grew rapidly as Flossy gained fame as a staple in Ibiza's party scene. Following fans back to the UK as a must-have summer fashion essential, Flossy is no longer solely a Mediterranean footwear phenomenon. Flossy can be found in retail stores nationwide, and are available for purchase at <http://www.flossyshoes.com>.