



## Rollasoles, the new stylish, fun, affordable pumps! A Godsend to any girl/woman! [www.rollasole.com](http://www.rollasole.com)

Rollasole have appeared like Prince Charmings to gently escort you down the stairs, across the kerb and into the back of your carriage – all without you falling on your face.

Rollasoles are the shimmery solution to jaded stiletto-sore feet. When you're all danced out, just slip one of our unique vending machines (found in nightclubs nationwide) a few quid and it'll sort you out with a pair of roly poly pumps and a shiny new bag to shove your slingbacks in. Rollasoles are fun, fashionable and fabulously comfy, so bag yourself a pair and get home in style.

Rollasoles are also available from [www.rollasole.com](http://www.rollasole.com) at £6.95 a pair in colours Pink, Black, Silver and Red or why not get the Gold which are just £5 for a limited time only.



Rollasoles are also available in New Look and Superdrug nationwide at a slightly dearer but still cheap £8!!

Rollasoles are perfect for driving, shopping in, lazing back and dancing home!

### The story of Rollasole

Rollasole is the creation of young entrepreneur Matt Horan who, after piggy backing his girlfriend home one night, had a eureka moment to come up with a fashionable, comfortable and affordable solution to the pain of high heels.

Matt invested the money from a recent redundancy package into developing the idea and in the summer of 2008, Rollasole was launched, selling in one recycled vending machine in one nightclub in his home city of Bristol.

Rollasole now spans across the UK, Ireland, Ibiza, Australia and the USA.



If you work for a publication and want to feature the Rollasoles and would like to request high res images or a sample then please contact Fran on [fran@generatepr.co.uk](mailto:fran@generatepr.co.uk) or call Fran on 07545499254 / 01733 229333

Perfect for editorial, fashion, product, news, lifestyle and shopping pages! Rollasole are also available for interview.

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