

## Blu Moose Steps Out In Brand New Styles



Fans of cult slipper brand, Blu Moose, will be thrilled with the news they can now step out in their fashion-forward slippers.

This winter, Blu Moose launches its signature feather down boots with hard (EVA) soles, which means you can now wear them to the mailbox, the clothesline, or the shops – Ugg boot style, ala Kate Hudson - if you dare.

Blu Moose – which is now causing a stir in overseas markets, including Japan, Canada and New Zealand, where the fashion set have fallen in love with the quirky and innovative designs – also announces the release of two new prints for winter '09.

Inspired by the neon brights of the '80s - as seen recently on the catwalks of New York, London, Milan and Paris - Blu Moose introduces the signature Blu Moose print in new season purple and pink and 'Mixed Sweets' – an assortment of multicolored brights.

Blu Moose is also pleased to announce the launch of the Blu Moose ballet slipper. A must-have in every woman's wardrobe this season, from Cameron Diaz to Carla Bruni-Sarkozy the ballet slipper is also set to become the at-home footwear of choice too this winter, in florals, winter argyle and signature Blu Moose prints.

Blu Moose ballet slippers, made from micro-suede, with a soft, faux fur inner and durable suede sole, are true to Blu Moose's long-held philosophy to deliver on warmth, comfort, quality and style.

And with Mother's Day just around the corner, Blu Moose slippers - including the original doona boot, hard sole boots, and brand new ballet slippers - make the perfect gift for any mum who loves to put her feet up in style.

Ballet Slipper available for women in small, medium and large.  
RRP: \$29.95

Doona Boot available in small, medium and large for adults and in various sizes for children aged 6 months to 9-years-old.

RRP: Kids \$24.95; Adults \$49.95

Find them online at: [www.blumoose.com.au](http://www.blumoose.com.au), or at selected David Jones stores nationally.

For enquiries, high resolution images and samples, please contact Natasha Wells on: 0402 354 555 or email: [natasha@blumoose.com.au](mailto:natasha@blumoose.com.au)

### **Ballet Slipper**

