



FOR IMMEDIATE RELEASE

## **Heelskinz Announces New Product for Women's Shoe Accessories Market**

Heelskinz™ High Heel Shoe Protector

**DALLAS, Texas, November 12, 2008** - The Dallas company, Heelskinz, LLP announced today that it has developed a unique product for the WOMEN'S SHOE industry; HEELSKINZ™ High Heel Shoe Protector. The shoe accessory will help to solve a costly problem where the backs and heels of women's shoes are damaged as they rub against carpet and floor mats while driving. It is logical that women will want to protect their shoes because they invest a large amount of money on purchasing them.

As stated in Globe Magazine (Nov. 2006), "Women alone spent \$18.3 billion on fashion footwear over the past year, up from \$15.6 billion two years ago, according to the NPD Group, a market research firm in Port Washington, N.Y. That amounts to roughly 884 million pairs of women's shoes, according to trade group American Apparel and Footwear Association." Sales figures like these help to substantiate Heelskinz CEO, Terri Andrews' beliefs. She says, "I am not alone when I say that I love shoes! It is that love of shoes that compelled me to develop a product to protect my shoes while still maintaining my sense of fashion. I believe that many other women feel this way, so our marketing should be successful in the wholesale, retail and Internet markets."

Heelskinz™ is a removable, durable, stretchable fabric that covers the back of the right shoe and heel like a skin. It easily slips on and off women's pumps and boots that have stiletto or wide heels to protect them from the elements: dirt, salt, and chemicals. One of the most desirable features of the shoe accessory is that it is not only functional, but also fashionable. It is currently offered in four colors and three sizes to fit all. It comes packaged with an elegant pouch so that owners can keep a Heelskinz™ handy in their purse or glove box. For fashion-conscious women, the shoe accessory is attractive enough that owners need not hurry removing it before exiting a vehicle. The shoe protector comes standard with decorative Swarovski crystals around the ankle band, and for an extra fee, a design can be chosen from an assortment and added to the back of the Heelskinz™ for a customized look.

About Heelskinz, LLP

Heelskinz, LLP manages the Heelskinz™ brand. The CEO, Terri Andrews, is developer of the innovative product. She and partner, Michele McGill are marketing the shoe accessory. Their products are American made (Texas). For more information about Heelskinz, visit: <http://www.heelskinz.com>.

The patent for Heelskinz™ is pending.

**Press Only:**

Ideal Images Public Relations  
Vicki Calton  
(817) 320-1442  
[Vicki@idealimagespr.com](mailto:Vicki@idealimagespr.com)

**For More Information:**

Heelskinz, LLP  
Terri Andrews  
(972) 310-heel (4335)  
[terri@heelskinz.com](mailto:terri@heelskinz.com)

#####