

SHUELLA

REBECCA MILLER, FOUNDER and CREATIVE DIRECTOR - BIO

They're called "SHUELLA"... your shoe umbrella. And as the name states, they are simply that, "Umbrellas for your shoes." SHUELLA is a footwear accessory line for women, created by its founder, Rebecca Miller. Perceiving a void in the market, SHUELLA came about because Ms. Miller was frustrated that every time it would rain or there was inclement weather, she had nothing fashionable and functional to wear that would protect her shoes. She looked everywhere and when she could not find anything suitable, she designed and created them herself. Her goal was to create exceptionally stylish, yet durable and convenient footwear accessories to carry in your purse or briefcase for women on the go.

Rebecca is passionate in life and in business. Her creativity shines through as a designer with SHUELLA focusing on form and whimsy and drawing inspiration from her own personal experiences and from woman on the street. Rebecca's style is influenced by her urban environment, love of dance, and zest for healthy living both in her beauty regimen and through self improvement. These personal attributes find their way into the SHUELLA line and her customers agree. "They love them, want them, and they can't believe it has not been done before."

Driven by the challenges of living a hectic lifestyle in a major city, Rebecca succeeds in blending style and function with contemporary fashion sensibilities to solve a long unresolved issue. After several attempts with numerous manufacturers, Rebecca found someone who not only understood her vision but succeeded in creating it. The SHUELLA line provides an original solution for the style-conscious woman who is sensible enough to protect a great pair of shoes.

Rebecca currently resides in Lincoln Park in Chicago. She graduated from the University of Wisconsin with a degree in Fashion Design. For the past 30 plus years, Ms. Miller has achieved accolades and awards but not her dream. Five years ago Miller set out to make her vision of SHUELLA a reality. Miller did what so many people dream of doing, she went for it!

SHUELLA is launching in September 2008 and will be available on line with complimentary shipping at www.shuella.com as well as at fine retail stores including Nordstrom on Michigan Avenue in Chicago and Zitomers in New York as well as Harrods, Selfridges, and the House of Fraser in London.

For media inquires, samples or to request an interview please contact

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