

SHUELLA BACKGROUND

Chicago- IL -- 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. Ms. Miller looked everywhere and when she could not find anything suitable, she designed and created them herself. Millers' goal was to create exceptionally stylish, yet durable and convenient footwear accessories to carry in your purse or briefcase for women on the go.

SHUELLAS are easy to put on and strong enough to walk in with a slip free sole. Included is a cloth to wipe off any excess water before you fold them up and put them back in their convenient pouch. SHUELLAS were designed for use in the rain, not in snow or on ice.

SHUELLAS come in sizes just like your shoes and can be worn over any size heel. The fun and fashionable colors; hot pink, apple green, buttercup yellow, will surely brighten up those dreary days. And, of course, they are available in classic black. In the Spring of 2011, they'll introduce two new colors; Taupe and Dark Gray. So, don't let the weather ruin your shoes again!

SHUELLA is launched in September of 2008 and are available on SHUELLA'S web site (www.shuella.com) for just \$49.95. There is free shipping in the U.S. and they will ship overseas for just a \$12.50 shipping fee. They are also available at fine retail stores.

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

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