

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.

SHUELLA'S 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.

SHUELLA'S 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. So, don't let the weather ruin your shoes again!

SHUELLA is launching in September 2008 for \$49.95 and will be available on line with complimentary shipping at www.shuella.com as well as at fine retail stores nationwide.

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

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