

HOLIDAY GIFT IDEAS

Slippers Step Up In Style And Sophistication

(NAPSA)—Slippers are not only stepping up in style, they're stepping out from under the easy chair. Thanks to the recent advent of unexpectedly chic and wearable new slipper looks, the line between "at-home" and "street" footwear is blurring.

A far cry from Grandpa's slippers

Today's at-home footwear silhouettes are suddenly fashionable for men and women. They include must-have tall boots, booties, clogs, ballerinas, wedges and driving mocs.

These new slippers are offered in eclectic patterns; a broad range of colors from rich jewel tones to powdery pastels; sumptuous microfiber suedes; sophisticated shantungs; fuzzy long-hair faux furs; plush faux animal prints; and incredibly popular terry, fleece and velour microfibers.

Men want comfort and style, too

A new generation of men's slippers features handsome scuffs, boots, clogs, moccasins and espadrilles that are perfect for taking care of light chores around the house, running that quick errand or just kicking back to take in a movie with the family.

According to Tommy Bray, head of design at the world's leading slipper resource, the Dearfoams company, "Men don't want boring slippers. They want comfortable, easy-care fabrics like corduroy, suede and microfibers in refined neutrals and warm seasonal colors. Clean and simple footwear styling is backed by functional details like cozy fleece linings, molded insoles and rugged non-skid outsoles."

Emotion and function

Research shows that consumers



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expect their slippers to reflect their changing lifestyles. And while people retain a deep emotional attachment to their slippers, rooted in the warmth, comfort and safety of home, they also want slippers that can function as a casual shoe for a quick trip to the market or for car-pool duty.

New technologies, sole materials and fabrics are helping to create an indoor/outdoor hybrid that provides the comfort of a slipper and the durability of a casual shoe. For example, Terrasoles by Dearfoams is a patented technology that combines a stabilizing arch support insole with a durable molded footbed for a firmer feel than a traditional slipper.

With prices generally under \$30, slippers have traditionally been thought of as an affordable, practical gift. Now, innovative designs, new materials and a dash of fashion have elevated at-home footwear to a new position as one of the season's most desired gift items.