

Thank 'Flip Flop' It's Friday - Will You Expose Those Toes And Free Your Feet To Celebrate 'National Flip-Flop Day' On The 18th June



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Bring that Friday feeling to your feet and celebrate 'National Flip-Flop Day' on the 18th June in a pair of FitFlop iQushion's.

Engineered by FitFlop's in-house biomechanist, the iQushion is no ordinary flip-flop. Made of superlight high-rebound rubber, the technology features a built-in arch contour and an anatomically shaped footbed, with heel and ball-of-foot impact pillows that hug your feet for all-day comfort - to guarantee happy feet 24/7.

"The iQushion flip-flop is a great achievement. We took the classic style - something ubiquitously worn - and engineered the world's most comfortable flip-flop. Traditionally the design is too flat and your toes have to work too hard, making flip-flops terrible for your feet and body alignment. It was a really big challenge to keep the slimline silhouette, but create a slip-on sandal with really good arch contouring and heel cushioning. Once you try a pair on you'll never go back." Dr Kim Lilley, FitFlop Biomechanist

So make sure the iQushion flip-flop is your summer foot companion - lightweight, waterproof and slip resistant - you'll find yourself wearing them to the beach, bar and beyond.

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