

FOR IMMEDIATE RELEASE

JOHN FLUEVOG OPENS SECOND SAN FRANCISCO STORE AND GALLERY



Thursday,
September 16th
from 8 to 11 pm
253 Grant Ave, SF

Please RSVP to
opening@fluevog.com

John Fluevog
UNION SQUARE

Draw Bridge:
An Arts Program
for Homeless Children



FALL 2010 - John Fluevog Shoes

Exactly 13 years to the day of opening his first store in San Francisco on Haight Street (September 16th, 1997), John Fluevog is opening his second store in one of his favorite cities, in the Union Square area. Six months ago, he was visiting the Haight location, and by the time he came back to the Head Office in Vancouver, he had secured not just a space, but a whole building.

John has always had a special relationship with San Francisco as shown by his poem on the inside wall.

In Union, we're forever hopeful of a future bright. We join and stand strong with pioneers who endured earthquakes, gold, and fire to walk forward and build the San Francisco we love.

Although the store, with its predominantly wood and leather highlights, has a different feeling than it's older sibling on Haight, the 'goods' inside will be the same, as John continues to spread his *unique soles for unique souls*.

FLUEVOG CREATIVE

FLUEVOG CREATIVITY IN ADVERTISING

Gallery Opening

With the main floor as the retail space, the three top floors will become a gallery space used for various Fluevog related or unrelated showings. For its first fixture, the Fluevog Gallery will be showcasing the 28 finalists from its FluevogCreative advertising/art initiative.



FluevogCreative is where Fluevogers can change the future of advertising for the better, one Fluevog Ad at a time. Launched in October 2009, FluevogCreative handed control of its print advertising campaigns to card carrying Fluevogers the world over. Having already received hundreds of beautiful submissions (with millions more to come), it seems we have finally reached Fluevococracy in Advertising. The Finalists of each brief will be celebrated at the opening of the Union Square Store and Gallery on Sept 16th, 2010.

Money will be raised via silent art auction throughout the night for one of our favorite Bay Area Art Organizations/Charities. Drawbridge provides art programs for homeless and other vulnerable children in an environment that fosters their sense of joy, creativity, and exuberance.

ROCK
SAKE



FIJI
WATER



ABOUT JOHN FLUEVOG:

John Fluevog is an independent designer and retailer of forward-thinking footwear and accessories. Since 1970 he has been steadfast in creating unique soles for unique souls that have been seen everywhere from the feet of Madonna and the Scissor Sisters to the runways of high fashion. Fluevogers were recently named one of the world's most innovative companies in the fashion industry by creative business experts Fast Company, and have been voted Shoes of the Year too many times to mention. Additionally, John recently spoke at the L'Oreal Melbourne International Fashion Festival and has just opened The New Worldwide Flagship John Fluevog

Shoes Store and Fluevog Design Offices in Vancouver, Canada.

À PROPOS DE JOHN FLUEVOG :

John Fluevog est un designer indépendant et un détaillant de chaussures qui se démarquent. Depuis 1970 il crée des chaussures uniques qui ajoutent de la personnalité à celui ou celle qui les porte, et ce, de façon constante. Ses créations ont été vues partout - allant des pieds de Madonna et des membres du groupe Scissor Sisters aux défilés de la haute couture. La revue Wired Magazine a d'ailleurs récemment donné la mention «WIRED» aux chaussures Fluevogs! De plus, John a récemment été invité au Festival international de la mode l'Oréal de Melbourne et au Salon de l'habitation et du design de Vancouver.

Press-ready photos available upon request. For more information or to talk to John contact:

Photos de presse disponibles. Pour plus d'informations ou pour une entrevue avec John Fluevog :

Stephen Fluevog



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The JF MEDIA LIST is a media notification of new product releases from John Fluevog Shoes.
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