



FOR IMMEDIATE RELEASE

ShoeCandy™ by Kara Mac Announces the “Sweet Heart” Gift Subscription for Valentine’s Day

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ShoeCandy™ by Kara Mac, the groundbreaking, instantly customizable, Women’s Footwear line by fashion industry veteran, designer Kara Mac, and TLC beauty expert, Ann Merin has announced their plans for the ultimate Valentine’s Day gift for shoe lovers: the ShoeCandy™ Sweet Heart Gift Subscription. Each gift subscription includes one pair of ShoeCandy™ shoes and 4 sets of heel to toe accessories that will each create a new look for the shoes. Accessory sets will be selected by Kara Mac herself based on current fashion trends, seasonality, and personal preferences indicated by the gift recipient through a short survey delivered with the gift announcement. Once the recipient returns her preferences questionnaire she will be shipped her first gift box containing the selected shoes (which include matching accessories) and the first set of hand-picked accessories. A new set of accessories along with a personal note from Kara Mac will arrive at the gift recipient’s door each month for the next 3 months. At the end of the subscription, the recipient will have 5 completely different looks for her shoes and the option to mix and match the interchangeable accessories to create many more.

The Sweet Heart Gift Subscription is a great gift for women who love to look fashionable but don’t always have the time to shop the latest designer trends. ShoeCandy’s instant customization features and versatility also make it a perfect gift for travelers and other women on the go. This is a gift that also has benefits for the gift giver. “If you live with a shoe aficionado you know that shoes can take up a lot of valuable closet real estate,” says designer Kara Mac. “With ShoeCandy™, women can create the look of a closet full of shoes without needing to take over the whole closet.” ShoeCandy™ by Kara Mac will begin selling The Sweet Heart Gift Subscription in January 2016. Prices for the package will start at \$179 and vary based on the selected shoe.

ShoeCandy™ by Kara Mac’s is a line of Brazilian leather shoes that features patent pending customization technology enabling the wearer to change their look on the fly with a variety of interchangeable accessories – including heel covers and toe clips. Wearers can instantly change colors, add patterns and even decorate their shoes with jewel elements to create a huge variety of different looks. ShoeCandy™ shoes come in several classic styles (flats, pumps, boots and sandals) and 2 heel heights (3/4” and 2 ¼”). Prices for shoes start at \$89 with accessories starting at \$12.

ShoeCandy™ by Kara Mac was created by designer, Kara Mac, a fashion industry veteran with 25+ years of expertise designing for iconic brands such as Ralph Lauren and Talbots, and co-founded by Ann Merin, a beauty and fashion expert, television host, and marketing expert with an MBA from Columbia University and a Cosmetology degree from Paul Mitchell. Prices for the ShoeCandy™ shoes start at \$89. Prices for ShoeCandy™ accessories start at \$12. More information can be found at www.KaraMac.com

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