



FOR IMMEDIATE RELEASE:

Las Vegas Singer Launches Ingenious Fashion Footwear, Llynda More Boots

LAS VEGAS, NV – July 20, 2013 – Llynda More, Las Vegas singer and designer, proudly announces the nationwide launch of Llynda More Boots®, a revolutionary two-piece women's fashion boot that transforms into *30 different styles!* Llynda More Boots provide women with more problem-solving features and more benefits than any other fashion boot in the world. They give women more variety, more fit, more comfort, more packability, more storability, and more value in one footwear product than ever available before.

Llynda More began her career as a singer-songwriter in Nashville and moved to Las Vegas when offered a contract to perform regularly at the world-renowned resort, Mandalay Bay. During the downturn of the economy, she was inspired to invent and patent a transformable, convertible, '*30 Styles In One*' boot that would provide an economical solution to her need for multiple footwear styles for stage. In solving that problem for herself, she has solved a problem for millions of women who desire more styles than they can afford.

Llynda More Boots are one-of-a-kind boots that come in two parts, an ankle boot and matching BootTop™. Because the BootTop is flexible, reversible, and stays in place with a patented magnetic design, it can be manipulated, shaped and worn 30 different ways. BootTops come in a variety of reversible fabrics, the ankle boots come in a variety of heel styles, and *all* are interchangeable. This enables women to quickly and easily mix-and-match to satisfy their need for any style, type of weather, outfit, or occasion, as well as express themselves creatively. With only one pair of Llynda More Boots, a woman can create 30 different classic and popular styles for the price of just one pair of boots. She can create hundreds of styles just by adding a few affordable BootTops, giving her *more value* in a footwear product than any other in the marketplace today.

The inability of many women to afford multiple styles is not the only problem Llynda More has solved for fashion boot lovers. A lot of women, More included, have a difficult time finding a boot that fits both their foot and calf. Llynda More BootTops come in six different calf sizes, enabling women to custom fit their calf circumference. This gives women *more fit* than conventional boots.

Inspired by hours of performing on stage in uncomfortable trendy footwear, Llynda More Boots have a deeper foot bed to accommodate a thick foam insole that is removable, washable, and provides *more comfort* than regular fashion boots. Additional advantages of Llynda More Boots are ease of travel and storage due to their two-part design and flexibility, giving women *more packability* and *more storability* than one-piece tall boots. They are also proudly and compassionately manufactured with vegan, animal-friendly, cruelty-free materials.

"It is my absolute joy and privilege to have the opportunity to provide a product to women that solves so many problems and makes their lives easier", says Llynda More, designer, founder and CEO of Llynda More Boots.

About Llynda More Boots: Based in Las Vegas, LLYNDA MORE is a new brand on the cutting edge of smart fashion, comfort and interchangeable style, focused on giving women *more* in a product than traditional brands.

www.LlyndaMoreBoots.com

Phone: 502.82.BOOT5

Product Introduction Video: <http://youtu.be/isMclJlcSLY>

30 Styles In One Video: http://www.youtube.com/watch?v=WKuu_IzTSw

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