

flipflops



# CUSTOMISE YOUR OWN FLIP FLOPS

## FIND YOUR SOLE

choose your size and sole colour

## STRAP IT DOWN

choose from a variety of thick or thin strap colours

## MAKE IT YOUR OWN

customise your flip flops with a variety of exclusive accessories

## AND FLIP WITH IT

...rock with it.  
show-off your creation







FLIPFLOPS UAE

BRAND PLAN

KEEP IT TIGHT





CONCEPT

CHOOSE IT



With over 30 colours to choose from. Consumers have the luxury of choosing their favourite sole & strap colours.

DECORATE IT



Customise your own unique flip flops in a fun and creative way by mixing & matching your sole & straps with the choice of hundreds of accessories to decorate your flip flops.

MAKE IT



At Flip Flops we provide you with fun work stations with staff to assist in making your specially customised flip flops. Don't just buy it, customise it!







## MIX & MATCH

CUSTOMISE YOUR FLIP FLOPS  
BY MIXING AND MATCHING  
THE SOLE AND STRAP COLOURS



## ACCESSORIZE

DECORATE YOUR FLIP FLOPS  
WITH A VARIETY OF  
HAND SELECTED &  
PRE-CUSTOMIZED DESIGNS



CONSUMER

EXPAT FAMILIES



LOCAL FAMILIES





















LIFE

IS

BETTER

IN

Flip-Flops





**we**



flipflops.ae



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