

## **Chinelas by Michelle to showcase at New York's SocialLuxe Lounge**

*Australian fashion sensation, Chinelas by Michelle, will showcase multiple designs for VIP guests at the premier pre-BlogHer 2012 event at New York's SocialLuxe Lounge on Thursday, August 2.*

**July 27, 2012 - [PRLog](#)** -- The sold out event is co-hosted by Petit Elefant Founder and Editor, Allison Czarnecki. Influential bloggers and social media professionals will engage with new brands, including Chinelas.

Chinelas are a range of foldable footwear designed to be worn after high heels, so they are compact and small enough to go into your handbag. Each pair of Chinelas comes in it's own matching bag. Pull open the drawstring and inside has a zipper pocket that you can keep your ID, lipgloss, keys etc. Once you take out your Chinelas to wear, you can stick your high heels inside the bag to carry home easily.

Chinelas by Michelle have been featured at Mercedes Benz Fashion Week 2012 and HKTDC and are designed in Sydney, Australia by Michelle Chung.

Chinelas by Michelle is an Australian owned brand, and all design and development is done in Sydney, Australia! The brand was created to solve the problem of getting women home comfortably and safely after wearing high heel shoes – and still look great!

<http://chinelasbymichelle.com>

Dreyer's/Edy's® Slow Churned® Light Ice Cream Sponsors 3rd Annual SocialLuxe Lounge in Advance of BlogHer 2012.

The Independent Pre-Conference Event Attracts Top Brands and Bloggers SocialLuxe Lounge Official Stop on the Nationwide "Reason to Smile" Tour to Benefit Operation Smile.

SocialLuxe Lounge is an annual "primp and pamper" party held the evening before BlogHer, the world's largest blogging conference for women. In 2009 and 2010, the SocialLuxe Lounge attracted nearly 1,000 bloggers, making it the most talked about and successful event outside of the conference weekend.

<http://www.socialluxelounge.com>.

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