

FOGO ISLAND INN AND FLUEVOG HAVE MADE A VOW

On Fogo Island, Newfoundland

FOR IMMEDIATE RELEASE:

Fogo Island, NL., Thursday, November 2, 2017 — John Fluevog Shoes in collaboration with Fogo Island Inn and Fogo Island Shop have released the limited edition Fogo Island Inn Vow shoe. Sales of the lichen-coloured leather shoe will raise funds for Shorefast, a registered Canadian charity devoted to building cultural and economic resilience on Fogo Island, Newfoundland.

The limited edition Fogo Island Inn Vow features a darling lace-up 2.25” heel, a rounded toe with mixed leathers from Portugal, one of Fogo Island’s traditional trading partners, and is designed to honour the community it will help support. Featuring colours inspired by the living lichens found along the craggy shores of Fogo Island as well as a custom stamped insole, the Fogo Island Inn Vows are now available for sale online at fogoislandshop.ca, fluevog.com, and in select Canadian and US Fluevog stores. 50% of retail sales will be directed to Shorefast to support their innovative charitable and social business work on Fogo Island.

Zita Cobb, CEO of Shorefast and Innkeeper of the Fogo Island Inn, said that “...this meaningful collaboration is a good example of what we can accomplish when like-minded organizations get together to imagine the possibilities for honouring and strengthening community.”

The shoe's official launch party took place on the evening of November 2, 2017 at the Fluevog Distillery store in Toronto, ON. The partnership between John Fluevog, Fogo Island Inn, and Fogo Island Shop marks the first time that the Shorefast Label for Economic Nutrition has been presented on a merchandise collaboration outside of the Shorefast group of entities (Fogo Island Inn, Fogo Island Shop, Fogo Island Fish). The Shorefast Label allows purchasers to understand where their money goes, and to make economic decisions that support the social realities that they value. It tells the story of how each product is conceived, crafted, and priced to optimize for well-being at every step along its way to the consumer.

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, Beyoncé, Lady Gaga and Jack White to the runways of high fashion. John was recently recognized as The Canadian Footwear Industry's Shoe Person of the Year (but it hasn't gone to his head) and Fluevog Shoes was named one of the world's most innovative companies in the fashion industry by FastCompany magazine. Whether it sticks in your mind as Foofarg or Vlueflag, Fluevog is a name usually mispronounced, but seldom forgotten.

ABOUT SHOREFAST

Shorefast is a registered Canadian charity devoted to building economic and cultural resiliency on Fogo Island, Newfoundland. Shorefast has created three social businesses: Fogo Island Inn, Fogo Island Shop, and Fogo Island Fish. The surpluses generated by these businesses are reinvested in Shorefast's charitable programs, among which are Fogo Island Arts, the New Ocean Ethic, and Geology at the Edge.

For press information, please contact:

Melanie Coates

Director, Marketing & Business Development

melaniecoates@fogoislandinn.ca

Instagram and Twitter @fogoislandinn