

CITYHEELS™

HIGH HEEL PROTECTION



There's a new way to keep those high-heels fabulous!

There are many ways to ruin a pair of beautiful shoes.
But luckily, now there's a great new way to protect them.

We've all been there; wobbly cobble-stones, uneven pavements or a simple misstep is all it takes to scratch, dent or break your favourite pair of high-heels. But with CITY HEELS™, you can add a lot of mileage to your stilettos – without ruining their looks.

Strong. Protective. Invisible.

CITY HEELS™ is a clear multi-layer protective film that seals high heels from scratches and dents in a discrete and fashionable way. The film consists of one soft base layer for impact absorption and a hard top coat layer for scratch resistance.

invisible super-strong removable film

Scratch resistant top layer
Impact absorbing base layer
Residue-free adhesive

It's hardly visible to the eye, but make no mistake: CITY HEELS™ is always there to protect against whatever dangers your shoes are exposed to.

Finally somebody got it right!

You've probably encountered heel protectors before. And most likely, you have walked out of the store without them. We know what you're thinking. Most other heel protectors are bulky, conspicuous, a pain to apply, or simply look weird.

CITY HEELS™ offers an alternative to the industrial shrink tubes, complicated stretch tapes and the molded heel caps that are available on the market. CITY HEELS™ is quite simply heel protection, that also protects the look of your shoes.

Easy on the eyes, gentle on your shoes.

CITY HEELS™ is easy to apply. The thin, transparent and flexible film wraps tightly around the curves of your high heels and offers long-lasting protection for your shoes. But if you want, it can be taken off at any time.

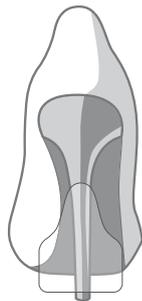
The engineered polymer adhesive leaves no residue.

Super-simple to apply!

All you need is an impregnating spray and scissors. The spray creates an invisible sealant which improves adhesion and guarantees a smooth removal of your CITY HEELS™.

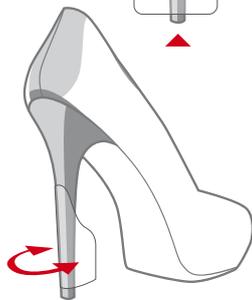
1 Center

Place sticker onto heel.
Apply from bottom and up.
Starting point above heel cap.



2 Wrap

Fold the sticker around the sides.
Be careful not to wrap around the heel yet.



3 Cut and Fold

If needed, cut sticker wings to fit inside of heel.
Fold onto the inside of heel.



The story of City Heels

Like all great inventions, CITY HEELS™ came to life half by accident. Inventor Carl Wedlin, who has a long experience in the plastics industry, reveals how it all came to be:

“My wife was complaining about how the heels of her shoes were ruined. I figured there should be a way to protect the heels using a plastic film. We came up with a two-layer solution: one layer to protect from scratches, and one to protect the shoe from impact. And as we began to look around it turns out we had come up with the best solution on the market! Looking back, it seems really obvious – and strange that noone thought of this before!”

For more information, images for download and a digital version of this pressrelease, please go to cityheels.com.

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