



For Immediate Release:  
December 12, 2007

Media Contact:  
Rushing Media  
April Rushing  
818-253-5385

## CRYSTAL CLEAR

### **New for 2008 Dikuza Shoes Debuts the Clear Shoe Box to Showcase Signature Crystal Shoes and Introduces Their Shoe Color Palette**

(Los Angeles, CA) Finding shoes for special occasions has clearly gotten easier with the debut of



Dikuza's new clear shoe box and the convenient shoe color palate. Every pair of Dikuza shoes will come in the new box. "When it comes to dressing for special occasions, customers are color conscience." Co-owner and designer Sandi Cheung explains, "I wanted to offer our customers an easier way to find our shoes when shopping *and* when they get our shoes home."

The niche shoe designer takes the mystery out of finding their exquisite shoes in a cluttered closet with the new shoe box which is made of sturdy clear plastic and is easy to stack with other shoe boxes. Convenient features include interlocking flaps that open on either end and sturdy plastic handles. The Dikuza name is embossed on each box.

Like jewelry, Dikuza's shoes are seasonless. The shoe company has re-categorized their vast selection of styles to complement the way customers shop for special occasions; by color. Their crystal, jewel-tone and pastel palates are the perfect compliment for any occasion. Colors available in their bridal and party styles include silver, gold, black, white, ivory, brown, orange, red, pink, purple, blue, turquoise, and green. Since special occasions happen year 'round, new styles and colors will be introduced throughout the year.

Their exquisite signature collection of handmade designs feature beads and Swarovski crystals which are individually sewn on every shoe. Many of the styles feature fancy crystal studded metal heels. Prices range from \$100 - \$325. "Our sparkling shoe designs are jewelry for your feet," the designer explains her philosophy, "We want to be the prettiest shoe in a woman's collection."

Dikuza debuted nationally in 2006 on *The Tyra Banks show* when an emotionally surprised guest received a custom-made size 16 pair of Swarovski wedding sandals. In 2007 Dikuza sponsored the 2008 Miss Minnesota Teen USA contestant, Lindsay Becker who won 1<sup>st</sup> runner-up and Miss Photogenic and Miss Minnesota USA contestant, Brienne Anderson who won 1<sup>st</sup> runner-up and Miss Photogenic. Dikuza shoes retail nationally. To find a list of stores call 909-632-1709. They are located at 7375 Day Creek Blvd., Rancho Cucamonga, CA 91739. For more information please contact April Rushing at Rushing Media, 818-253-5385 or by e-mail [April@RushingMedia.com](mailto:April@RushingMedia.com).

###