

# Who

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## Novel Idea - Fashion Tape for Shoes



Hey, I came across a cute little invention the other day. It's kinda like that Hollywood Fashion Tape, but for shoes. Designed by Sydney's Louise McBride, who was frustrated by the lack of products on the market to keep her designer slingbacks in check, she made her own little Shoo Sticks.

They are basically little double-sided silicone straps for shoes with sticky stuff on them to fasten to your shoe and then to your foot, stocking or tights for up to 12 hours of dancing, partying, walking the red carpet or just to the office. They're \$14.99 for a tube of 16 sticks, visit [www.shoosticks.com](http://www.shoosticks.com) for more info and stockists.

**Tell us what you think**

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Posted by Simone Casey on March 30, 2007 in [Web Buy of the Week](#) | [Permalink](#)