



Press Release
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Brazilian footwear brand, Ipanema, offers a sustainable choice for flip flop lovers

A stepping stone towards an ethical lifestyle

Social responsibility is at the heart of Brazilian flip flop brand, Ipanema's philosophy. With manufacturing based in Brazil, the ethical company does not source the rubber used in their flip flops from the Amazon rainforest, and instead uses 100% recyclable Poly Vinyl Chloride (PVC).

Brazil is home to one of the most important environments on earth, The Amazon Rainforest, which produces more than 20% of the world's oxygen*. Protecting and sustaining this natural habitat is key to all Ipanema practices.

All products Ipanema manufactures are made from 100% recyclable PVC, a material that is non-toxic and can be recycled several times, resulting in a lower carbon footprint long term. The flip flops are created using a mould injection technology during manufacturing which minimises waste to the environment after production. This technology means the colour of the products and the print on the sole does not fade.

The Brazilian company are on top of their game and are constantly investing in new technologies and materials for ethical production for footwear.

In addition to their environmental practices, the company is driven to support their team and actively employ their work force from surrounding communities. Ipanema employee's all believe in environmental education and preserving The Amazon Rainforest.

Take a step towards ethical footwear and choose Ipanema for your next pair of flip flops. There are nine Ipanema stores located across the UAE, including The Dubai Mall, and Mall of the Emirates. Ipanema flip flops start from AED 55 per pair and are available for men, women and children. Please see [here](#) to download a selection of images:



Ipanema



* <http://www.rainforestfoundation.org/commonly-questions-and-facts/>

[asked-](#)

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Ipanema, is an iconic sandals and flip flops brand from Brazil. Embracing the spirit of the Brazilian culture Ipanema was born in 2001 and is now available in 60 countries. With 9 stores across the UAE including outlets in Dubai Mall and Mall of the Emirates, Ipanema has changed the face of summer footwear forever.

For more information on Ipanema please see here: <http://www.sportlanduae.com/brands/ipanema>

Social Media:

Facebook: <https://www.facebook.com/ipanemaUAEOfficial/>

Instagram: <https://www.instagram.com/ipanemauaeofficial/>

Sportland Group, is one of the largest lifestyle retail groups in the UAE. With 30 years' experience in the market, the group currently operates over 60 stores and serves a large number of clients as a wholesale distributor in the Middle East.

The Sportland portfolio includes an array of international brands such as Pairs, Ipanema, G Star Raw, Converse, Guess, Terranova, Ameerat Abaya, City Sports and Bazaar.

The Sportland headquarters are based in Dubai. Please see here for more information: <http://www.sportlanduae.com>

For media enquiries, please contact:

Sarah Dudley

TishTash PR

T: +971 (0)566419759

E: Sarah@tishtash.com