



History

Exiled for the last 25 years, Diana FitzGerald has combined her European flair with the California way of life and created a unique concept in the shoe business. Having been in fashion most of her life, either as a model or stylist, she was inspired to try her hand at creation.

All her life she has taken clothes and made them her own in some way often taking the rigidity out of them. As a child her mom used to call her "ma petite sauvageonne" meaning that she liked to be free and barefoot whenever possible.

Shoes were, up until the UGG era, something she always hated. She never found shoes that fit her outfits perfectly or satisfied her sense of style, for which she was forever complimented.

Restriction of any kind has always been something she has rebelled against and UGGs were the pioneer in liberating women's feet. The only problem with them that she encountered and was bothered by was the heat of them in summer.

So a little idea formed in her head; why not keep the concept of comfort but add to it? Last year was the year that famous designers remembered crochet, a craft that has existed for almost 2 centuries but that was frowned upon, including by herself, as old fashioned. Chanel, Gianfranco Ferré and various Italian designers brought crochet back in the limelight in the form of dresses, jackets, swimwear etc. So she allied both crochet and comfort, created her first prototype in May 2004 and proceeded with manufacturing, not compromising on the new found freedom of women's footwear fashion but adding the attraction which is something that most men have always had for women's footwear.

And so were born "LIVS."

Why the name LIVS? Well, Olivia is Diana's daughter's name, and the rest is self-explanatory.

LIVS, a new concept, a t-shirt for your feet, a lot of people are also calling them "the new UGGs". One of her customers found a catchy phrase that she said she could quote; she called them "the flip flop of boots". "I was happy when she said that because it was exactly my concept 'Total freedom'".

However as a European flip flops have never been something she has been comfortable with, she feels they don't enhance a woman's beauty as she hopes her boots will. "They are my small gift to women all over the world who don't want to give up comfort but also want to have style and at the same time not forget the opposite sex".

Quote: I think women shouldn't have to give up their femininity to be comfortable.

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