

<http://planetluxus.com/blog/2011/05/27/havaianas-by-pinel-pinel/>



Havaianas by Pinel & Pinel

May 27, 2011

Weightlessness, optimism and a touch of humour are all precious ingredients.

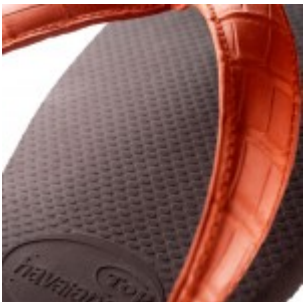
It's the hint of cheekiness that makes the best luxury products. (Splashing out doesn't mean you have to be serious after all.) The luxury world of **Pinel & Pinel** was destined to cross paths with the spontaneous and quirky universe of **Havaianas**.

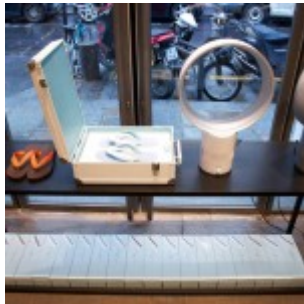
Fred Pinel has taken the authentic **Havaianas flip-flop** and has created a wonderfully luxurious and unexpected model. A **crocodile-skin strap** has been added to the supple and light Havaianas rubber sole. The designer has leveraged his unique expertise to create this limited edition model. The famous flip-flop worn by millions of fans across the globe has become a precious accessory for twenty-four lucky owners.

Elegance with a laid-back attitude, luxury and simplicity, humour and exacting standards, these paradoxes create a style that is naturally embodied by Brooklyn-based artists Pamela Love and Jordan Sullivan, photographed here by Tod Shelby.

The very pinnacle of luxury, all we need now is a specially designed Pinel & Pinel trunk to store our Havaianas collections. This isn't on the agenda as yet, one day maybe ... Havaianas by Pinel & Pinel are available exclusively at Pinel & Pinel.

From December, customers will be able to choose their favorite color combination of an iconic Havaianas sole and Pinel & Pinel crocodile strap. The end result will be a **personalized pair** of fabulous flip flops showcasing the unexpected combination of luxury and cool.





Source : Press release