# FitFlop’s Curly Shearling Leather Slides become must-have footwear of the coastal grandma trend



A new contender has emerged in the footwear arena, one that is set to rival established brands like Crocs, Teva, and Birkenstocks: the FitFlop Curly Shearling Leather Slides. These stylish slides have quickly gained popularity, particularly within the context of the burgeoning 'coastal grandma' trend, a cultural shift prioritising comfort and effortless style that resonates with today's fast-paced, wellness-focused lifestyle.

Described by some as a fusion of designer elegance and homey comfort, these slides offer a plush experience thanks to their premium leather upper and curly shearling detailing. The design’s practicality is evident in features such as a two-bar construction with adjustable buckles, ensuring a customisable and secure fit. With a retail price of $219.95, they reflect a commitment to quality, and initial reviews indicate that consumers feel they deliver value worth the investment. “They’re comfy, they’re cute, they’re cosy,” enthused influencer Tate from Sunkissed Folk, perfectly capturing the sentiment echoed by countless satisfied customers.

This shift towards comfort in footwear is not coincidental; it mirrors a broader cultural movement where people increasingly aspire to merge style with support. Robynn Kelly, a Marketing Specialist at Bstore, noted that modern consumers are prioritising wellness in their choices, stating, “Comfort is no longer a luxury; it's a must.” FitFlop's ergonomic technology aligns seamlessly with this ethos, combining biomechanical support with fashionable designs that cater to diverse lifestyles.

The 'coastal grandma' trend, which has gained prominence particularly on platforms like TikTok, encapsulates a relaxed yet elegant aesthetic reminiscent of affluent lifestyles along the coast. It draws on nostalgic elements, combining classic wardrobe staples with a focus on comfort. Inspired partly by characters in films directed by Nancy Meyers, this aesthetic showcases the timelessness of relaxed fits, linen fabrics, and understated elegance—think soft colours and natural materials both in fashion and home decor.

As this trend continues to gain traction, it encourages a wardrobe that balances vintage and modern pieces, making the FitFlop slides a fitting addition. Their versatility means they can transition seamlessly from indoor comfort to outdoor chic, pairing perfectly with everything from athleisure to laid-back summer dresses. They not only embody the spirit of this popular style but also serve as a practical solution for those seeking comfortable, stylish footwear.

Since its founding in 2007 by Marcia Kilgore, FitFlop has carved a niche in the footwear market by merging innovative design with wellness. By collaborating with biomechanists, the brand has pioneered ergonomic soles that facilitate easier movement and enhanced comfort, gaining a loyal following worldwide. The company's commitment to evolving its designs reflects broader consumer trends towards prioritising comfort without sacrificing style.

In a world that increasingly values the fusion of practicality and aesthetics, FitFlop's Curly Shearling Leather Slides stand out as a beacon of this shift, offering a blend of luxury and everyday wearability. As more people lean into the comforts of the 'coastal grandma' aesthetic, these slides are poised to remain a staple in the evolving landscape of modern fashion.

### Reference Map

1. Core focus on FitFlop Curly Shearling Leather Slides and their influence from the 'coastal grandma' trend.
2. Insights on the design and comfort features of the slides.
3. Overview of the 'coastal grandma' trend, its cultural implications, and origins.
4. Discussion of the merger of comfort and style in contemporary footwear choices.
5. Background on FitFlop's founding and commitment to ergonomic design.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14666401/FitFlop-style-best-winter-slides-practical.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.womanandhome.com/fashion/best-slippers-for-women/> - This article reviews the top six women's slippers, including FitFlop's supportive two-bar slides. It highlights their comfort, durability, and stylish design, making them suitable for both indoor and outdoor use. The review emphasizes the importance of comfort and support in footwear, noting that FitFlop's slides offer excellent arch support and a deep heel cup, making them a great alternative to traditional slippers. The article also mentions the versatility of the slides, which can be styled with various outfits, and advises readers to consider sizing down due to the brand's sizing running slightly larger than other slipper brands.
3. <https://coastalandleisure.com/coastal-grandmother-style-explained> - This article explains the 'coastal grandmother' style, a relaxed yet elegant beach house look favored by wealthy, stylish grandmothers living along the East Coast. The term was coined by interior designer TikTok user Lex Nicoleta. The article discusses the reasons for the trend's popularity, including nostalgia, timelessness, balance of vintage and modern elements, and understated elegance. It also provides tips on achieving the aesthetic, such as incorporating natural materials, neutral color palettes, and vintage finds into home decor.
4. <https://www.southernliving.com/culture/coastal-grandmother-style> - This article delves into the 'coastal grandmother' aesthetic, a lifestyle and fashion trend that embodies a love for cozy, comfortable, and chic styles often associated with living by the coast. It discusses how the trend is inspired by characters in Nancy Meyers films and emphasizes the importance of classic wardrobe staples, neutral color palettes, and relaxed, yet sophisticated, fashion choices. The article also highlights that the trend is not limited by age or location and can be embraced by anyone seeking a serene and sophisticated way of living and dressing.
5. <https://www.housebeautiful.com/design-inspiration/a39775133/coastal-grandmother-style/> - This article explores the 'coastal grandmother' design trend, inspired by characters in Nancy Meyers films and popularized by TikTok influencer Lex Nicoleta. It defines the aesthetic as a modernized version of the farmhouse style, characterized by all-white or off-white interiors with splashes of beige and brown. The article discusses the origins of the trend, its connection to coastal living, and how it differs from other design styles like Grandmillennial. It also provides tips on achieving the look, such as incorporating neutral color palettes and minimalist designs into home decor.
6. <https://www.fleetstreetmag.com/fashion/coastal-grandmother-trend/> - This article discusses the 'coastal grandmother' aesthetic, a laid-back, fresh-from-the-garden lifestyle that embodies classic ocean-side minimalism. It provides a list of ten things a coastal grandmother would do, such as wearing a signature stack of gold jewelry, swearing by a capsule wardrobe, and inviting friends over for afternoon tea. The article emphasizes that the aesthetic is achievable for anyone, regardless of age or location, by embracing high-quality simplicity and incorporating elements like natural fabrics, neutral color palettes, and vintage finds into one's lifestyle.
7. <https://www.realtor.com/advice/home-improvement/what-is-coastal-grandma-decor-the-hot-style-taking-over/> - This article explains the 'coastal grandma' decor style, which combines tone-on-tone neutrals, natural textures, and minimal accents. It discusses the appeal of the trend, noting that it offers a way to bring the beach into one's home without being overdone and provides a relaxed aesthetic that conveys coziness and homeliness. The article also mentions that the trend is rooted in classic ocean-side minimalism and isn't overly preppy, making it accessible to a wide audience seeking a comfortable and stylish home environment.