

# Product Review: The Flip Flop Bitch Is The Bag That Every On-The-Go Woman Needs



By Bre Gajewski

How many times have you been walking in heels and wished that you could take them off, store them in your purse and wear flip flops instead? Our answer: Too many times!

Product Review: [The Flip Flop Bitch](#)

is the [date night](#) accessory you need that is worthy of [celebrity style](#)!

When looking for a new purse, we often think to ourselves, "Pretty is more important than practical." And, if we want both, it is probably out of our price range. Luckily, the Flip Flop Bitch meets all of our needs.

This bag is lightweight, large enough to fit all of your essentials, and even comes with a cute matching wristlet in which you can store the bag. The best part of all? It's reversible! If you are already wearing a bold print, you can just turn your Flip Flop Bitch bag inside out and wear it on the solid-colored side.

The totes from the Fashion Line come in many different styles ranging from \$65-85. One of our favorites is the [Retro Vegan Leather](#)!



Retro Vegan Leather, \$85

Additionally, they have a Bridal & Sparkly Line which offers

eight different styles at \$45 each, as well as a Pet-Themed Line, which offers four styles that hold all of your pet supplies for \$85 each.

We also love [The Illusionist: Vegan Leather Wristlet](#) for nights when you want a smaller bag, but still want something lightweight and fashionable.



The Illusionist: Vegan Leather Wristlet, \$25

The Flip Flop Bitch was created by mother/daughter duo Cindy and Laura Massari. We had the opportunity to speak with these entrepreneurial ladies and learn a little bit more about their totes and their company. Read our interview below:



Cindy and Laura Massari, Founders of The Flip Flop Bitch

**Can you tell us more about your inspiration behind the Flip Flop Bitch?**

Cindy had this idea for many years before it came to fruition. She always believed in looking good, but also FEELING good too! This is why she had to create a CHIC tote bag to carry her change of shoes when her heels need to come off. Most totes are unattractive and not washable, ours are

both beautiful and are washable. No other tote can go to a wedding or an elegant affair & our vegan leather line is so versatile that they can be used for any occasion. Our many appointments in NYC show just how necessary these totes have become. We love to wear beautiful high heels with our outfits and a change of shoes is always a must!

**We think the name is hilarious, how did you decide on that?**

We are so glad that you love the name! There's actually a funny story behind this. One night Cindy & I were out in the city with girlfriends and after being in heels all night our feet were killing us. As we were walking toward the garage, Cindy decided to pull her flip flops out of a tote that she had designed for herself and switched shoes. Our friends were already barefoot & complaining, walking the dirty streets of Manhattan. How disgusting is that?? They were so jealous... They called her "The Flip Flop Bitch"! She said "that's exactly what I am! And the name was born. It was at that point that she realized there was a need for all women to save their feet & look good doing it.

**What is it like being partners in this company as a mother and daughter? Has it brought you closer together?**

It's been the best adventure! We have so much fun together & our talents truly complement each other so well. Cindy is the sassy out of the box creator, model & spokeswoman, and Laura is the finance & operations end of the business. We have both learned a lot about each other's strengths and we balance each other well & laugh a LOT. So it has brought us closer for sure.

**What does the future hold? Any additional products in the works?**

There is always room for more products! Cindy has so many ideas & wants to create a "bitch" empire, LOL. There may be footwear, organic cosmetics, bathing suits. We will see, stay



tuned! XOXO



Photo courtesy of  
theflipflopbitch.com

Purchase your own Flip Flop Bitch tote on their [website](#) or in one of their [retail locations](#). Also, make sure to follow them on [Twitter](#), [Facebook](#), [Instagram](#), [Pinterest](#) and [Etsy](#) to keep up with the latest styles.

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