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THE MICHAELS COMPANIES

# Michaels Helps 2013 Grads Strut Their Individuality

## Blinged-out shoes with jewels, feathers and yarn are a top trend for 2013 ceremonies

IRVING, Texas, May 8, 2013 /PRNewswire/ -- Graduating seniors who are taking their first steps into the adult world are doing it in style this spring with a little help from [Michaels](#). The arts and crafts retailer says one of the season's top trends is to personalize shoes with beads, jewels, paint, feathers, yarn and charms, adding flash and whimsy to solemn commencement caps and gowns.

(Photo: <https://photos.prnewswire.com/prnh/20130508/DA09449>)

Michaels offers hundreds of affordable products and ideas for graduates who want to make a strong statement with customized shoes. A new [video](#) on Michaels.com this month shows how students are letting their creativity shine, transforming their high-top sneakers, platform pumps, wedges, boots and flats into colorful, one-of-a-kind works of art.

"That walk across the stage is a huge milestone in a young person's life, and many of them want to make their own personal mark with each step," said Michaels Chief Marketing Officer Paula Puleo. "In every aisle at Michaels, we have products to spark their creativity, provide inspiration for graduation-themed celebrations or help preserve memories of this important time."

Michaels can help celebrate educational achievements for students of all ages. On Michaels.com, personalized party ideas include graduation-themed cupcakes, gift card holders, place cards, banners and class spirit T-shirts. Grads can also shop online for affordable personalized graduation announcements and party favors, or create scrapbook pages. In stores, themed scrapbook embellishments commemorating sports, music, dance, theater and special events are available to add dimension and life to the page.

And because the diploma's the thing, Michaels' framing department offers many custom and ready-made framing solutions. Custom framing offers hundreds of different frames, mats and special glass to prevent fading. Affordable ready-made frames in a wide variety of styles are also available.

### About Michaels

Irving, Texas-based Michaels Stores, Inc. is North America's largest specialty retailer of arts, crafts, framing, floral, wall decor and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates more than 1,105 Michaels stores in 49 states and Canada and 123 Aaron Brothers stores, and produces 11 exclusive private brands including Recollections®, Studio Decor®, Bead Landing®, Creatology®, Ashland®, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart®, Loops & Threads® and Imagin8®. For more information visit [www.michaels.com](http://www.michaels.com) or [www.facebook.com/Michaels](https://www.facebook.com/Michaels) or follow Michaels on Twitter and Pinterest @MichaelsStores.

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