

NIGHT LIFE



The soft sell



Tootsie rolls:
Put your money in the Rollasole vending machine, pick your shimmery color and out pops a pair of ballet flats. Comfy now?

PHOTOGRAPHS BY ROLLASOLE.COM

BY ALEXANDRA LE TELLIER

When it comes to vending machines, Silver Lake's Cha Cha Lounge trumps all. Owner Kevin Willis stocks his bar's vending machine with unexpected and ever-changing goodies. Items include Rubik's Cubes, local 'zines, Japanese snacks, T-shirts, pregnancy tests and — ahem — condoms to prevent the need of said pregnancy tests.

Matt Horan might just give Willis a run for his money, though. In September, the 27-year-old from Bristol, England, plans to unveil Rollasole at eight night-life destinations around town. The concept is a vending machine that dispenses flats to ladies whose feet can't take another moment in their sky-high, toe-pinching heels.

Rollasoles, which come rolled up in a shoe box, are available in a variety of shimmery colors, including silver, black and pink, and cost \$8 to \$10. The purchase also comes with a bag to carry your heels home.

The idea came to Horan after many nights carrying his girlfriend home from the clubs. It wasn't easy finding a

UK vending machine supplier to work with, however, so Horan revamped recycled cigarette machines. He introduced his product at six Luminar venues around England in May 2008 — and his business took off running. In about a year, he's sold 60,000 pairs, expanded his distribution to Ibiza and gotten in on the wedding market. Next up, he says, "We will be testing the concept on the U.S. market on a small scale in New York and L.A." Participating venues will be finalized in August.

In the meantime, perhaps Willis will consider stocking Cha Cha's vending machine with Rollasole flats.

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