



Madison Robinson is expanding the FishFlops line to include rain boots, canvas shoes, and slippers

Madison, 18, is a senior at Cy-Fair High School

# FishFLOP FAMOUS

Written by Emme Enojado  
Photography courtesy of FishFlops

Cypress teen Madison Robinson's beach creature drawings inspired her million-dollar FishFlops business

**A**s long as Madison Robinson can remember, she always loved two things: art and the beach. Her mom encouraged her to paint and draw, and in elementary school she would sketch sea creatures of all kinds. At age 8, she drew an outline of a flip-flop and then added one of her sea creatures on top of it. "I took the drawings to my dad and said, 'Hey, look dad, FishFlops!'" The drawing sparked a "eureka" moment in Madison's dad and entrepreneur, Dan Robinson. Ten years later, FishFlops is now a million-dollar business that is helping make the world a better place.



Since their humble beginnings at trade shows and boutiques, FishFlops has boomed with several national brands investing in them, including Nordstrom, Journeys, and Academy. Madison maintains an active management role, and says FishFlops is expanding and introducing many new styles to reach a broader market including rain boots, canvas shoes, slippers, and T-shirts. FishFlops is also partners with the Association of Zoos and Aquariums.

### Free Shoes for Needy Children

While FishFlops has brought her prosperity, Madison feels that the greatest accomplishment is the lives that her creation is affecting. FishFlops has donated over 20,000 pairs to charities, the most notable Shoes for Orphan Souls, a non-profit that collects and distributes new shoes to children across the globe. "Seeing my FishFlops in Nordstrom was a big accomplishment, but I received more satisfaction from pictures of children wearing them in Uganda and Costa Rica. Being able to provide free shoes to children in need is the best feeling in the world," she beams. "I'd like to see FishFlops become a lifestyle brand and expand into other countries," Madison says. She also envisions an animated show using her FishFlops characters. "I can see it as a way of informing children about the ocean, the life in it, and things we can do to protect it."

### Teenage Entrepreneur and Student

Juggling a business, schoolwork, and a typical teenage life is rough, but Madison manages her time wisely. "My studies always come first, but I spend some time each day working on the business," Madison says. "I'm also an officer on the Cy-Fair High School dance team, The Brigade, which requires discipline and keeping a schedule. My dad gives me daily updates and I read emails on a regular basis." After graduation, Madison plans on attending Texas A&M University and launching Madison Nicole, an upscale fashion footwear collection in spring 2018, that will reflect her personal style. CFM

## More About Madison



Madison has appeared on *Today*, *Inside Edition*, and *Steve Harvey*



She has also been featured in *Seventeen*, *Forbes*, and *Bloomberg Business* magazines



FishFlops are sold at Academy, Nordstrom, Journeys, and online



Her company has donated 20,000 pairs of FishFlops to children's charities

Visit [www.FishFlops.com](http://www.FishFlops.com)



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- Madison Robinson

Photo by Genie LaVine/NBC



Madison appeared on *Steve Harvey*