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New Children's Clothing Line Lily & Silvy Debuts at SimplySoles.com Retail Mompreneur and Nanny Create Business Opportunities Together

Summary: When Kassie Rempel's nanny gave her daughter a handmade Peruvian dress as a gift, little did they both know it was the birth of a new clothing line for young girls. Lily & Silvy launched in January 2010 and is named after Kassie's daughter Lily and Silvia, Kassie's long-term caregiver to her two young children. This mompreneur knows a thing or two about doing business online in a tough economic climate and is pushing the limits on product development, customer service and branding.

Washington, DC – When Kassie Rempel's daughter Lily received a handmade baby alpaca wool dress as a birthday gift from her nanny, neither woman had any idea that soon after, they'd be in the clothing business together. The DC based entrepreneur and founder of online shoe boutique, SimplySoles.com was looking for ways to expand her offerings to children. Inspired by the beauty of the garment and the love that went into making the piece, Kassie and her trusted and loyal caregiver Silvia Mantilla decided to go into business together and start a line of children's clothing called Lily & Silvy, named after Silvia and Kassie's daughter, Lily.

The embellished clothing is hand assembled by Silvia's sister, Lita, who lives in Peru and works with a team of women to hand knit the pieces. The designs are intended to be whimsical and fun-loving—cherished pieces for cherished children. Three styles launched the collection in a variety of styles and colors. The Lizzy and Lainey sweater dresses and Lila cardigan retail for \$85 each and with orders of \$75 or more, SimplySoles.com offers free shipping. Warm weather styles will be made from Peruvian cotton. The clothing is available online as well as in the DC SimplySoles boutique that opened in November of 2008.

For more information on the Lily & Silvy line visit <http://www.simplysoles.com/category/320>

This is the second brand brought to life by Kassie Rempel. The Lillybee shoe line was created in 2008 after fruitless searches for an affordably priced, quality shoe that was comfortable to wear. The Lillybee line will be open to wholesale purchase orders for the first time in 2010 – yet another sign that this savvy businesswoman is not afraid of taking product development to the next level.

In addition to creating cutting edge product lines for the consumer, the company is passionate about helping people have the most enjoyable online shopping experience possible.

SimplySoles Customer Service Strategies:

- Staff available via live chat, phone, Twitter, Facebook and email
- Gives recommendations upon request on product pairings, styling and sizing
- Each order is accompanied with a hand-written thank you note
- Loyal shoppers are sent shoes "on loan" to try on before purchase
- Free shipping on orders of \$75 or more, free exchanges, free returns
- Kassie's Closet demonstrates how items from SimplySoles can be styled with clothing and accessories from 3rd party web sites

Frustrated by the poor selection of shoes offered for sale online and in fashion catalogs, Rempel turned her passion for shoes into a successful business and founded SimplySoles in 2004 with the hopes that other women would appreciate shopping for designer shoes from the comforts of home. In 2008, Rempel launched a new private label line called Lillybee. Her travels around the world in search of impeccable shoe designers brought her to a small factory in Brazil. Pleased with the quality craftsmanship and the factory's unusual and refreshing attention to detail, the Lillybee line was born and is now available for wholesale and at SimplySoles.com. Rempel has been named as one of the top five emerging entrepreneurs in Entrepreneur magazine and recognized by the Washington Business Journal as one of the 2008 Women Who Mean Business. Internet Retailer magazine named SimplySoles.com one of the Hot 100 Best Retail web sites for 2010.

Blog: <http://www.simplysoles.com/blog>

Twitter: <http://www.twitter.com/simplysoles>

Facebook: <http://www.facebook.com/simplysoles>

YouTube: <http://www.youtube.com/simplysoles>

Web site: <http://www.simplysoles.com>

Phone: 800-909-3679

Hi-res photography is available upon request.

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