



SIMPLYSOLES

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Twitter: @simplysoles

Stylish. Inviting. Unique.

SimplySoles carries stylish shoes, unique handbags, and playful jewelry. Having successfully operated an online boutique and popular print catalog for more than five years, SimplySoles just opened their first brick-and-mortar store in Georgetown. Carrying an array of exclusive designs, including Kassie's own line—lillybee—SimplySoles caters to the stylish woman looking for the unique.



Kassie Rempel

Q&A

What are your most popular products or services?

The Lillybee line which I design, our extensive Tory Burch collection, and our exclusive styles from designers such as Bettye Muller, Chie Mihara, Missoni, and more.

People may be surprised to know...

I started my career as a CPA, which, thanks to the drab work attire (suits in gray, navy, or black), ignited a love of shoes, bags, and necklaces.

What business mistake have you made that you will not repeat?

Overhiring. If a person isn't performing, they need to be let go. It's hard to do in small companies because it affects morale, but it's best for the business and the staff in the long run.



Photos by Patricia Chedre Photography

Georgetown