

Washington, DC – When Kassie Rempel started shipping shoes out of her dining room in 2004 – armed with just a tape gun and a 1-800 number, she never imagined she'd be operating two women's designer shoe stores in the nation's capital. On September 18, 2010 a second SimplySoles boutique will open at National Harbor, the premier waterfront destination in the D.C. Metro Area which is home to fine dining, entertainment and nightlife, extraordinary shopping and five hotels.

The new boutique, will be located at 120 America Way, between South Moon Under and Mayorga Coffee and the 2100 square feet of space will feature a similar theme as the Georgetown boutique including the signature shoe tree – a handmade tree created from a wallpaper collage that provides the backdrop to shoes creatively displayed on the wall. The store will carry many of the brands that are currently carried online and in Georgetown, including Bettye Muller, Chie Mihara, Missoni, Butter, Dana Davis, Frye and Lillybee, the line created by Rempel herself for the multi-talented, multi-tasking woman on the run.

Rempel originally created **SimplySoles** ([www.simplysoles.com](http://www.simplysoles.com) <<http://www.simplysoles.com>> ) in 2004 to address the poor selection of designer shoes offered on the internet. Her passion for style and innovative ideas evolved into one of the first designer shoe catalogs with an accompanying online boutique. This digital one-stop-shop for beautiful footwear and accessories resonated with busy women everywhere and quickly became a success, featuring beautiful, high quality products that could be purchased from the comfort of home.

In 2008, Rempel developed her first private label line, **lillybee**, inspired by her children; a daughter named Lily and a son with a love for bees. The collection reflects Rempel's savvy sophistication, featuring "entry luxury" shoes that combine affordability and comfort with chic elegance. Each shoe is named after a celebrity or media personality and is designed to convey the style and personality of beautiful and inspirational women.

Rempel was one of the Top Five Emerging Entrepreneurs in 2008 in *Entrepreneur* magazine and has been recognized by the *Washington Business Journal* as one of the top "Women who Mean Business." This year, *Internet Retail* magazine named SimplySoles.com one of the Hot 100 Best Retail Websites for 2010.

Locations: **National Harbor**, 120 America Way, National Harbor, MD. Store Hours: Monday-Saturday 10-8 and Sunday 12-6. Phone: 800-909-3679 or 202-xxx-xxxx.

**The Shops at Georgetown Park**, 3222 M Street NW, Suite #W231, Washington, DC 20007. Store Hours: Monday-Saturday 10-8 and Sunday 12-6. Phone: 800-909-3679 or 202-232-0072.

Where to Find Kassie:

<http://www.simplysoles.com/blog>, <http://www.twitter.com/simplysoles>, or <http://www.facebook.com/simplysoles>.