

**Media Contact: Darlene Fiske, 512-331-7755, darlene@thefiskegroup.com**

## **SIMPLYSOLES FACT SHEET**

**What:** SimplySoles is a dedicated designer shoe catalog and online boutique offering carefully edited selections from top designers around the world such as Tory Burch, Tibi, Frye, Delman, Taryn Rose, Castaner, and Chie Mihara. SimplySoles also offers exclusive styles – styles that can only be found at SimplySoles – from Missoni, Bettye Muller, Cydney Mandel and the new Lillybee line, designed by the owner of SimplySoles. In November of 2008, SimplySoles opened its first store in the Columbia Heights neighborhood of Washington DC.

**Who:** The woman “behind the shoe” is Kassie Rempel, a 35-year-old mother of two and a CPA with a background in accounting, a Masters in Tax and a love for shoes. Giving the old stereotype “bean counter” a fresh face, she turned her business acumen and passion for shoes into a successful retail business.

**Why:** Frustrated by the lack of quality shopping venues in DC and the poor attention to accessories in catalogs, Rempel realized an opportunity to give women everywhere access to fabulous accessories.

**When:** Founded in 2004. The catalog currently mails eight times to over 500,000 homes each year. New store opened November 1, 2008.

**Where:** Based in Washington DC. SimplySoles ships around the world. The new store is located in the up and coming Columbia Heights neighborhood at 1438 Park Road NW, Washington DC 20010.

### **Other Notables:**

- Kassie has been named as one of the top five emerging entrepreneurs in *Entrepreneur* magazine’s Annual Awards, recognized by the *Washington Business Journal* as one of the 2008 Women Who Mean Business, and has been featured on the cover of *Fortune Small Business* magazine in a story on extreme customer service.
- Recycling program donates gently worn shoes to women in transition in the DC area and offers customers who donate, a 10% discount off their purchase.
- Free exchanges and free returns.
- Every order comes with a handwritten thank you note from SimplySoles.
- Email club gives subscribers inside scoop on sales, promotions and seasonal lineups.
- SimplySoles catalog showcases the shoe, nothing but the shoe, so women can see every important, intricate detail.
- SimplySoles staff consults with customers and become personal footwear shoppers.

-Shoe blog, Sole to Sole gives honest, inside scoop into the world of fashion.  
-Kassie started her own collection titled “lillybee” in spring 2008 in response to her experience in the industry and intimate knowledge of her customers.

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**To Order:**

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