



Kassie Rempel
Founder and Owner, SimplySoles

Armed with a tape gun and a toll free number in 2004, Kassie Rempel started SimplySoles. She started with the notion that women around the world needed better access to designer footwear. Little did she know that in 2010 she'd be dishing out fashion advice, distributing her own line of shoes, and relocating her DC boutique in one of the most challenging economic times.

SimplySoles business model has grown in the last 5 years and is now uniquely positioned with multiple sales avenues: wholesale, catalog, website, and brick and mortar boutique. An accountant by trade and an entrepreneur at heart, she first channeled her love of shoes into a thriving catalog and online business. Customers later demanded a 'real store' where they could interact with the "woman behind the shoes". Sensing the need to become more than just a shoe retailer with a physical location, Kassie opened up her closet to thousands of women. Every Wednesday email subscribers receive a complete ready to purchase outfit in their inbox with shoes from the catalog and website, SimplySoles.com.

http://www.simplysoles.com/kassies_closet/

Fortune Small Business recognized SimplySoles' Extreme Customer Service strategies which lead to a cover story on Kassie and her developing brand. Unlike many e-tailers, every order from SimplySoles comes with a hand-written thank you note, established customers can receive shipments before paying for them, and SimplySoles offers a generous recycling program benefiting both customers (they receive a 10% discount) and a local non-profit organization, Suited for Change, who provide gently worn shoes to women in transition.



In 2008 Rempel launched *lillybee*, an affordably priced 'entry luxury' shoe line that stresses comfort without sacrificing style. The line is currently available at SimplySoles, and starting in 2010 will be available wholesale to select retailers. With two small children, her latest foray into the fashion world has led to a new line for young girls called Lily & Silvy where she collaborates with women in Peru to hand-make heirloom attire.

"I like to think that I set an example of what an online boutique could look and feel like, and to show that women appreciate the convenience of shopping for shoes online and via catalog. It saves them time – something we are all short of these days. We're fortunate that statistics show that spending online is rising. That's certainly our core concentration," says Rempel.

Internet Retailer magazine named SimplySoles.com one of the Hot 100 Best Retail websites for 2010. Rempel has also been recognized by the Washington Business Journal as one of the top "Women Who Mean Business", and also as one of the Top Five Emerging Entrepreneurs in 2008 by *Entrepreneur Magazine*.

Where to Find Kassie: <http://www.simplysoles.com/blog>, <http://www.twitter.com/simplysoles>, <http://www.facebook.com/simplysoles>, Phone: 800-909-3679 or 202-232-0072
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