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**SIMPLYSOLES DELIVERS BEST OF ALL SEASONS WITH EXCLUSIVES  
AND LATEST STYLES FROM DESIGNERS AROUND THE WORLD**

*Shoes by Lillybee, Tory Burch, Missoni, Bettye Muller, Frye, Chie Mihara, Claudia Ciuti, Salpy,  
and many more grace the pages of online shoe salon and mail order catalog*

Washington, DC...Kassie Rempel, a 35-year-old mother of two and owner of SimplySoles has not only been known to finish off a box of Krispy Kreme doughnuts in less than two hours: she also has impeccable taste for women's designer shoes and arguably holds one of the most coveted and enviable jobs for millions of American women.

That fact is evidenced by the sharply edited collection of designer women's shoes available via catalog and online at [www.simplysoles.com](http://www.simplysoles.com). Rempel considers herself a personal shoe shopper and meets one on one with each label and works with only the best – compatibility with the vendor and design bear equal weight when deciding who to work with. Every season SimplySoles boasts some of the hottest shoes and Rempel's concise, flawless collection rivals some of the best selections in upscale stores across the country. The boutique collection includes 60 seasonal styles and an impressive array of lifestyle accessories including pet accessories and Dr. Hauschka skin care products. Prices for shoes range from \$45 to \$550 and women will appreciate the full size photos in the catalog and ability to enlarge images online to view the intricate details of each shoe, a feature much appreciated by footwear fashionistas.

SimplySoles has secured "exclusive" styles from top shoe designers such as Bettye Muller that no other retailer is permitted to carry. Muller states, "We enjoy working with SimplySoles...their customers are nationwide, giving us coast to coast exposure, and are loyal to the brand."

In addition, SimplySoles is the exclusive retailer of the new shoe line, Lillybee, (<http://www.simplysoles.com/category/180>), a private label line created by Rempel which features her signature sass and sophistication. Made in Brazil, the shoes are exquisitely made by hand with the utmost attention to detail and beauty.

SimplySoles differentiates itself not only by offering a boutique selection of the finest shoes, but also by providing excellent customer service and in its commitment to helping women in need. Every order is accompanied by a handwritten thank you note, while the staff at SimplySoles frequently recognizes customers by name. SimplySoles staff go the extra mile to assist callers in determining the perfect shoe size, and the perfect shoe for a special occasion or certain ensemble. Exchanges are free, returns are



free, prices are matched, and the company offers a generous 30-day return policy. In addition, customers can send in a pair of their gently worn shoes to SimplySoles. These donations are sent to a local non-profit called Suited for Change which helps women in need transition into the professional world. In turn, customers who make a donation receive a 10% discount on their next purchase from SimplySoles.

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. The catalog is mailed nationwide and is available by visiting [www.simplysoles.com](http://www.simplysoles.com) or calling 1-800-909-3679. Visitors can also register to receive the email newsletter giving them the inside scoop on private sales and new additions to the collection. Rempel authors a web blog on her site titled Sole to Sole, (<http://www.simplysoles.com/blog/>) that is humorous, insightful and honest.

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