

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

New SimplySoles Boutique Steps into the Georgetown Shopping Scene *Move to New Location Doubles Space and Gives “lillybee” Line Room to Grow*

Washington, DC – Kassie Rempel is putting her best foot forward with the Grand Opening of her new **SimplySoles** boutique in Georgetown on Saturday, March 6, 2010, where her celebrated **lillybee** shoe collection will take center stage.

The new boutique, located on the second floor of The Shops at Georgetown Park across from Anthropologie in the former Ann Taylor location, provides Rempel with a strong retail presence in the Metro DC area. The 4,800 square-foot venue is ideal for supporting a retail operation and the wholesale launch of her **lillybee** line – a new endeavor for 2010.

Rempel originally created **SimplySoles** (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 and designed to convey the style and personality of beautiful and inspirational women.

“I am especially thrilled that our new store is in Georgetown where I almost opened a shoe boutique 7 years ago – in a strange way, it feels like I am coming home,” says Rempel. The new location holds a special place in the owner’s heart; a reminder of how far she has come from a budding entrepreneur to a highly regarded business owner.

The Grand Opening Celebration will take place on Saturday, March 6, from 1:00-5:00 pm with a sweets and champagne reception. The store will be open for shopping from 10:00 am to 8:00 pm.

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.

SimplySoles is located at The Shops at Georgetown Park, 3222 M Street NW, Suite #W231, Washington, DC 20007. Store Hours: Monday-Saturday 10-8 and Sunday 12-6. Parking is available in the underground parking lot at the Shops of Georgetown Park. 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>.