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## **SIMPLYSOLES TREADS SOFTLY WITH NEW RETAIL SPACE IN DC**

*Trailblazing Internet Entrepreneur Opens First SimplySoles Retail Store*

Washington, DC...With one eye on the environment and the other eye on clamoring DC fans of the popular catalog and online boutique, SimplySoles.com, [Kassie Rempel](#) announces the opening of the first retail store in Washington, DC's burgeoning Columbia Heights neighborhood. Created with eco-friendly design elements such as reclaimed wood flooring, lead-free paint, found antiques for shoe displays and more, this designer boutique will tread softly on the earth so that others may tread in style.

"Most people open a store first and then create a website. I chose to do just the opposite and make my products available worldwide and establish the SimplySoles brand to fashion connoisseurs everywhere. That will always be a goal of ours, but now we get to meet face to face with our customers and engage them in a way we've not done before. We are known for our excellent customer service and that will continue to be a top priority in our new location," says Rempel.

In fact, Rempel has been featured nationally on the cover of [Fortune Small Business](#) magazine (October 2007) in a story on "Extreme Customer Service." She was also named one of five emerging entrepreneurs in *Entrepreneur* magazine's Entrepreneur of the Year Awards in 2008 and as one of the 2008 Women Who Mean Business by the *Washington Business Journal*.

The store will be expanding its offerings, adding clothing, jewelry and art by local artisans. In addition to shoes by designers such as Tory Burch, Chie Mihara, Delman, Bettye Muller and Lilly Pulitzer, Rempel has started her own shoe line exclusive to SimplySoles, named lillybee and will carry all nine styles (including two Vegan shoes) when the store opens. All lillybee shoes are shipped to the customer in durable, quilted bag named the ShoeShuttle, designed for transporting shoes and also saving trees in the process by eliminating the need for a shoe box.

SimplySoles has a children's corner for little ones to color on the chalkboard or read a book while mom shops.

Progress of the boutique could be viewed on the popular social networking site, [Facebook](#), where SimplySoles fans had access to developments and sneak peeks of the store. Store events and special offers are made available to Facebook fans throughout the year.  
<http://www.facebook.com/album.php?aid=28984&id=12657403989>

Frustrated by the poor selection of shoes offered for sale online and in fashion catalogs, Rempel turned her passion for shoes into a successful catalog and online 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 (<http://www.simplysoles.com/blog/>) that is humorous,

insightful and honest. The company offers a shoe recycling program that benefits Suited for Change, a local non-profit DC-based organization that helps women in transition dress for success and in turn, customers who make a donation receive a 10% discount on their next purchase from SimplySoles.

**SIMPLYSOLES ADDRESS:** 1438 Park Road NW, Washington, DC 20010. (Located two blocks from Columbia Heights metro). Call for store hours. Phone number: (202) 232-0072, [www.simplysoles.com](http://www.simplysoles.com)

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