



exhausting. It turned shopping into more of a chore than a pastime. I felt that by offering a streamlined collection, it would significantly improve the online shopping experience.”

Thus in 2004, with her passion for shoes and her background in accounting (she is a CPA, and has a Masters in Tax), Rempel founded SimplySoles.

“Having worked for several years as the Personal CFO for a prominent entrepreneur, I came to embrace his zeal for start-ups. My deep understanding of financials, along with my recently developed appreciation for taking calculated risks, gave me the confidence to start SimplySoles,” says Rempel.

And, to set the bar even higher, in 2008 Rempel launched a new private label line called lillybee. Her travels around the world in search of impeccable designers brought her to a small factory in Brazil. Pleased with the quality craftsmanship and the factory’s unusual and refreshing attention to detail, the lillybee (<http://www.simplysoles.com/category/180>) line was born and is now available exclusively at SimplySoles.

The concept was to create an upscale catalog and online boutique that offered hand selected designer shoes and accessories. The appeal is threefold: (1) exceptional customer service differentiates SimplySoles from competing corporate catalogs and websites; (2) the designers, and the styles within each designer’s collection, are carefully selected to conserve the client’s time - the idea is to showcase a diverse collection of the “best of the best”; and, (3) the catalog and internet distribution channels are nationwide so women in urban metropolises and rural towns alike are able to shop in style and comfort from home.

The name of the company, SimplySoles was born from the idea of having a catalog and website design that is clean, crisp, and elegantly simple. Most catalogs and websites overload consumers with products and artistic photography. Having a woman teetering on the edge of a cliff overlooking the ocean, wearing a great pair of sandals doesn’t really say much about the sandal. SimplySoles features high-quality, in-focus photography of the shoes. No models. No fancy sets. Just fantastic shoes.

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