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# Shoe store provides support

CARLA ROCCAPRIORE

RENO GAZETTE-JOURNAL

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A south Reno specialty shoe store that works with area podiatrists to fit patients with comfortable athletic, casual and dressy shoes, will have its grand opening from 10 a.m. to 6 p.m. Wednesday.

SHOES-n-FEET at 770 South Meadows Parkway in Suite C2, carefully selects products that will cover needs of its largest number of customers. While many customers have medical foot conditions, others don't and just like the product.

General manager Tim Wiener said 90 percent of shoes in the store have removable insoles in case orthotics or arch supports need to go in. However, he said, most shoes in stock aren't orthopedic-type shoes.

Wiener said about 60 percent to 70 percent of his business since opening in February has been from podiatry referrals, but hopes that will change once the public becomes more aware of its offerings.

For instance, SHOES-n-FEET has a treadmill customers use while their gait is being evaluated. It also has a shoe-stretching machine and sells heel lifts and wedges, over-the-counter arch supports, non-cotton socks, shoe cleaners, foam toe separators, along with devices for hammer toes, claw toes and corns between the toes, among other products.

"If it's a shoe-fit issue, generally, we can do it,"



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SHOES-n-FEET owner Dani Anders  
community for the store.

### SHOES-N-FEET

address: 770 South Meadows Parkw  
Hours: 10 a.m. to 6 p.m. Monday to f  
p.m. Saturday; closed Sunday  
Phone: 853-5077  
on the web: [www.shoesnfeet.com](http://www.shoesnfeet.com)


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Wiener said. "But we do not modify any orthotics other than to re-cover them with a flat cover."

Wiener said doctors often send in their patients to get foot care products because many physician offices don't sell them. Also, he said, some people come in to buy arch supports while their orthotics are on order.

Franchise owner Dani Anders said SHOES-n-FEET isn't trying to be an alternative for going to the doctor.

"Our goal is to work hand-in-hand with the medical community," Anders said. "We're never trying to heal, fix or diagnose. We're supporting and working with doctors, not trying to compete with them."

Anders, whose husband is Reno podiatrist Derek Anders, said they saw a need in the community for SHOES-n-FEET. Although some other shoe stores cater to more specific conditions, they wanted to offer all types of shoes.

"Shoes are so foundational. So when people can't find good, comfortable shoes, they're just miserable," Dani Anders said.

Brands carried at the store include Brooks, New Balance, Keen, Merrell, Dunham, Finn Comfort, Naot and Dansko.

"I love that it really feels we can help people and make a difference. You have people walking out just thrilled that they have comfortable shoes."

This is the first Nevada location for Seattle-based SHOES-n-FEET. Ten other stores are located throughout the West.

## Story Chat

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