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SHOES-n-FEET® Steps into Fremont

BELLEVUE, Washington- SHOES-n-FEET® announces the grand opening of its seventh retail location in the Greater Puget Sound Region. This new SHOES-n-FEET® location, situated near the Burke Gilman Trail at 3409 Stone Way N., brings its unique brand of shoe retail to Fremont. The Fremont location is the third store for franchise owner Doug Carmean and represents the ninth location in all, with others in California and a tenth slated to open later this spring in Reno, Nevada.

Doug left a career managing fast growth internet companies to open comfort shoe stores. “I wanted to own a business that was diverse and provided personal satisfaction,” remembered Mr. Carmean. After much due diligence, soul searching, and reading an article about SHOES-n-FEET in a local business journal, Doug opened his first SHOES-n-FEET Franchise in 2003. Later, he purchased the original company store in the First Hill district of Seattle and, now, Fremont.

Doug stated, “I felt that SHOES-n-FEET was not effectively serving our Seattle customers that live north of the ship canal. Additionally, people living in these communities are well educated and possess a strong tendency to make healthy choices. They understand the inherent value of service, quality, health, and education.”

SHOES-n-FEET staff use the education they receive through partnerships with medical professionals to educate customers about foot mechanics and common foot problems that cause pain. The Shoe Fitting Specialist then identifies custom shoe fitting solutions for those problems. The 'fitting process' often takes 30 minutes. "Our education becomes the cornerstone of the dialogue between staff and customer. Customers will note the level of expertise from the moment they enter the store," said Doug.

Every store carries a variety of fashionable shoes so an individual's sense of style need not be compromised. The shoe selection, coupled with the knowledge offered by the staff, create an unprecedented level of satisfaction for SHOES-n-FEET customers.

SHOES-n-FEET is an industry leader in providing stylish, healthy, and well-fitted shoes in a comfortable retail setting. The company's success is rooted in delivering exceptional service by combining their superior knowledge of foot health, foot biomechanics, and shoe design. The result is a customized shoe-fitting solution for each client. SHOES-n-FEET is based in Washington State with franchise opportunities throughout the U.S. New locations are slated to open in 2006.

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