

Comfort meets style at new Foot Shoppe location

ATHENA TSAVLIRIS

TOWN CRIER

The Foot Shoppe has stepped into a new location, bringing comfortable, stylish shoes to the residents of North York.

The new Bayview Village store brings the company's tally up to five in Toronto and Oakville.

"We realized that we had a lot of clients in the area who didn't want to travel into the GTA," says Adrienne Heron, the company's marketing director and buyer. "And Bayview Village is a destination for people who want shoes."

But despite the number of shoe stores that already exist in the mall, she says the Foot Shoppe is not trying to compete.

"We have our own very unique environment," she says, adding that clients are pampered with foot rubs and cookies, and the service is always tai-



IF THE SHOE FITS: The Thierry Rabotin line is made from nappa leather and is said to fit like a glove.

lored to the individual.

"We still measure people's feet and give advice on what they need. We'll bring out a whole bunch of shoes for them to try on. It's a lot of fun."

And the store boasts a variety of leading brands, ranging from practi-

cal Mephistos to sexy Weitzmans.

"We search worldwide to find the best shoes," says Heron. "Everything we choose is with comfort in mind, so that you don't feel that you have to kick your shoes off at the end of the night."

And as shoe design evolves so does the company's mandate.

The Foot Shoppe has always prided itself on placing comfort first, she says, but gone are the days when that meant sacrificing style.

"Shoes are evolving in such a way that there is no compromise anymore."

The Thierry Rabotin shoe,

exclusive to the Foot

Shoppe, is a perfect example of style

meets comfort.

"They are made from a beautiful, buttery nappa leather that just fits like a glove," says Heron.

The Foot Shoppe is located at Bayview Village, 2901 Bayview Ave. Phone 416-221-7002.