

November 19th, 2010

IF THE SHOE DOESN'T FIT...

By Mary Krajick



Shoebizness.com was recently contacted by Nafeesa Saboor, the PR representative for this really interesting new site called If the Shoe Doesn't Fit. In a nutshell, it's an online auction and trading site solely for footwear and footwear related products. The purpose of the site is to give customers a "focused shopping experience" so they can have an easier time finding exactly what they need. On the other hand, this site also gives shoe sellers an outlet for selling their shoes. For \$1 per listing sellers can place their shoes up on the site for an either fixed price auction (that does not allow bidding) or a traditional auction. Sellers also have the opportunity to have their own "store" for \$15 per month with a personalized banner and logo. In addition to what you would normally find on traditional auction site, there's a section of the site where people can trade shoes at no cost.

This interesting and creative site was founded by business entrepreneur, Ellen F. Simes and she was nice enough to answer some questions via e-mail about how she came up with this innovative idea....

M: When/how did you come up with the concept?

E: In January of 2009 I had bought the cutest pair of heels to wear with a dynamite outfit for dinner and an evening out. I had tried them on in the store, walked around in the store for at least 5 minutes to be sure they would fit and be comfortable (ok, wearable). I was sure that these were the pair that would finally fit! I left my house wearing them, and within less than an hour, my feet were in pain and had swollen to the size of Buicks! It wasn't pretty! Granted, it's never very pretty when you have 6.5ww feet, but I do try. I was so frustrated that I had another pair of fabulous shoes I knew I'd never wear again! And past experience told me selling them on eBay was not only complex, but expensive and ate up my profits. So when I came home that night, I decided there had to be a better way...I created an auction site for shoe lovers that was, simple, straightforward, and affordable.

M: When did the site launch?

E: *If The Shoe Doesn't Fit* officially launched in June 2010. The site was technically live as of late 2009, early 2010 while software was being tested, logo designed, etc.

M: Have you ever considered expanding your concept and making additional sites for other merchandise categories?

E: Once *If The Shoe Doesn't Fit* has its legs (pun intended) I would love to have individual sister sites for Bags, Sunglasses, other fashion accessories and items. However, rather than trying to spread ourselves too thin and be everything to everyone at first, I'd rather focus on one thing, do it well, and then take what I learn from that and apply it to building those sister sites down the road.

M: Where do you see your site in five years?

E: Ideally, in 5 years people will think of the *If The Shoe Doesn't Fit* as a natural extension of their shoe closet and collections. "*If The Shoe Doesn't Fit*" is meant in two ways – literally, if your shoes (like mine) don't fit then you can sell them on the site and make money. And figuratively, if your shoes don't fit your needs, then you have a great place to shop for more! Remember that people can swap shoes for free on the site as well – which is something I see growing rapidly over the next few years.

M: Where did your excitement for footwear come from?

E: Like so many little girls, I wore mom's high heels and got hooked! In first grade I got my ballet slippers wanted to wear them everywhere I went. I remember in 7th grade telling my mother I would absolutely die if I did not get a pair of go-go boots! From there it was a pair of brown suede Candies I had to have and then purple disco pumps I saved for. Somewhere along the way I even fell in love with a pair of camouflage stilettos (and like most relationships we broke up and I wondered what I ever saw in them!) and on it goes....

M: Other than your own what are your favorite websites to visit?

E: There are sooo many – I spend a ton of time online and love going to a variety of sites! These are just a few:

<http://shoebizness.com> (of course)

<http://forum.purseblog.com/> They talk a lot about shoes!

<http://www.shoeholicsanonymous.com/> (an early addiction)

<http://shoesnbooze.blogspot.com/> (two of my favorite things!)

<http://livingflyonadime.com/> (we all need to save!)

<http://www.seaofshoes.typepad.com/> (Love her sense of style!)

<http://www.thebrokenheeldiaries.com/> (very cool perspectives)

<http://the-shoe-snob.blogspot.com/> (I just like this guy's style – I think he's gonna be somebody)



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someday...)

I would just like to thank Nafeesa for reaching out and Ellen for sharing her thoughts with our readers. I love hearing about innovative fresh ideas in the industry!

Sharing is sexy!



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