

The Princecroft Willis Award for Best New Business

In These Shoes

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In These Shoes sells ladies shoes and handbags from around the world from the Lymington store and via specially arranged shoe parties in customers' homes.

The business started with the focus on the shoe parties but as the business grew, the opportunity to take on premises in Lymington was identified. The shop opened in August of this year providing not only a platform to display a wider range of products, but also a base for the shoe parties which take place in the evening after the normal trading hours.

The premises in Lymington has also allowed for the addition of a 'Threading' specialist (hair removal) one day per fortnight above the shop floor. This service brings in around 25 additional customers each session, many of whom browse the shop and subsequently make purchases.



One of the key elements to the business is the 'All About Me' form, on which customers are invited to complete their details including the specific items they like. This form can then be made available to relatives/friends etc. for purchase as presents on birthdays or at Christmas. The forms also allow the company to build up a database of clients which is then used for marketing purposes.

For future developments to the business there are plans for an eBay shop allowing for online trading along with the franchising of the 'Shoe Parties' to other agents in the local area.

