

Back to School A Star Advertising Feature

Milestone for Vereys Shoe Store

VEREYS Shoe Store is an institution in the Casey area, celebrating 25 years in Fountain Gate this year.

They are also the place to see as the kids head back to school according to owner Cim Hogton.

"We are qualified, trained shoe fitters offering a wide range of sizes, widths, half sizes," she explained.

"We have been fitting kids shoes in Fountain Gate for 25 years."

They stock a wide range of brands including Clarks, Red Bootie, Surefit and Roc for kids while they also have a large collection of ladies shoes. They also have a loyalty program which includes 10 per cent off, a photo and certificate for kids' first shoes and first school shoes. There is also a special 20 per cent back to school offer.

She said they also have a free check-up with a podiatrist in-store every six weeks.

"We are one of the last independent retailers left," Cim explained.

"We focus on a great fitting experience, hopefully a happy, friendly and inviting environment.

"Vereys was established in 1922 by the Vereys family, it was first

in Ringwood. Peter Vereys had 50 years in retail until we purchased it in 2009.

"The store has had 25 years in Fountain Gate and in Dandenong for about 20 years before that," Cim said.

"This is my 20th year fitting kids shoes. I first started in a Frances Nolan Store in Brighton."

Cim said the store had a loyal staff with a lot of experience in both sales and fitting.

"We are independent and not a chain and we've been here for 25 years," she said.

"We are celebrating 25 years this year in March and we have a fun day planned with a "birthday party" to celebrate our milestone.

"We would like to thank those who support us year in and year out."

Vereys Shoe Store, Shop 2010, Level 2, Fountain Gate Shopping Centre

Narre Warren, Phone 9796 6511. Open Monday-Wednesday 9am to 5.30pm, Thursday and Friday 9am to 9pm, Saturday 9am to 5pm and Sunday 10am to 5pm.



Cim Hogton from Vereys Shoe Store.

P52
21 JAN

VEREY SHOE STORE