

‘Shoe’ Opens – They’ll Fit Right In!

The official opening of ‘Shoe’, a new footwear boutique for those seeking something a little different, was held on Tuesday 15th April, presenting an opportunity for the public to see the variety on offer, ranging from stylish ladies’ laptop bags to contemporary men’s leather sandals. Amid the champagne and sushi, ‘Upon This Rock’ managed to talk with one of the directors, Diane Booth, who runs the business alongside her sister Jennifer Looms, about their new venture.

Business for ‘Shoe’ actually began around the beginning of March and so the official opening also served as a ‘thank-you’ to the clientele the sisters had already accrued. “We saw a niche in the market and we liked Gibraltar so we decided to set up something that is a personal project for us,” said Diane. The two sisters also designed the interior of the boutique, which consists of lashings of light colours contrasted by smooth, sleek black surfaces and elegant black flower designs. The location also suits, being not too far from a variety of clothing shops and situated halfway up Main Street, the elegant exterior of the boutique serving to draw the eye inside.

“We received a warm welcome from the other retailers in town. People popped in just to say they liked what we’ve done with the place,” Diane said.

Of course it’s not just the interior design people are talking about. The directors recently attended the International Shoe Fair in Milan, where they consulted with their designers and chose their current selection. Shoes and bags for men and ladies adorn the wall stands of the boutique for all occasions and because they don’t order in bulk, you’re sure to get exclusivity as well as quality. For the ladies, there is a nice selection of stiletto and stack heels, ballerina pumps and elegant sandals by such names as Rebecca Sanver and Pretty Ballerina. The men have a variety of choices including open sandals, formal shoes and casuals from designers such as Jeffery West, Hispanitas and Birkenstock.

Complimenting their variety of shoes is a selection of bags for the ladies by award winning designer Claudio Ferrici. One type of bag that caught the attention of many on the official opening night was a stylish ladies’ laptop bag. “The problem with most laptop cases is they are very masculine in design,” said Diane. The Italian design and soft leather contributed to this contemporary yet useful creation. The interior contains a support case for your laptop, which fits snugly inside a fashionably large and stylish bag. It certainly solves the problem of whether to carry the bag *or* the laptop onto the plane!

Diane and her sister aim to provide as friendly a service as possible, high quality products and ever-changing stock to encourage return visits. But they have a more important message for their clientele, one which shouldn’t be too hard to follow: “We don’t want anyone to go away with something they don’t love. Whenever they put our shoes on, we want them to be thrilled with them, smile, tell everyone!”

‘Shoe’ can be found at 178 Main Street, next to The Royal Calpe. Diane and Jennifer look forward to seeing you there.

Sarah McIver