



Shoe Secrets

The Official Newsletter for www.Bondfields-Shoes.com

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From Susan ...

We are now in our last two weeks of winter. I remember this time last year our shop was full of summer shoes as we had a very early start to summer. This year we seem to be more true to our seasons. Our summer stock is arriving at great speed at the moment. You will see a few of our new season lifestyle shoes in the front window at the moment.

We will be finishing our winter sale next week and you will see our fabulous display go up ready for spring.

As a special treat to finish our winter sale and make way for our summer stock **from 20th August to the 28th August all current winter stock will be marked down by 55%**. There is also other stock with even larger discounts.

For the ladies going to the races next month don't forget to come and see our new range of fascinators. This season you will see new brands and especially our fabulous new one off pieces specially made by a milliner in Sydney. These you will not see anywhere else on the North Coast. We only have a very small stock of these so make sure you check out our fascinators sooner than later.

Make sure you check out our latest range of scarves, jewellery and evening bags.

Whatever you do don't forget our Lifestyle and Comfort Range. This summer due to demand we have expanded the range. This will see more stock carried all year round. More and more ladies are looking for that shoe for travelling and especially that one shoe that can be worn all day and then also worn when venturing out to dinner whilst on holiday.

Our summer stock will surprise you with its comfort. Many of our suppliers are now realising that many people both young and mature are looking for comfort as well as fashion. You will find a store full of comfortable, fashion and versatility when you shop at Bondfields.

And of course, as you all know the service is the best in town. So don't forget to shop at Bondfields where customer service is our motto and your every shoe need is met.

Ladies don't forget that 90% of our brands are exclusive to Bondfields and can't be found anywhere else.

NEW Bondfields Shoes VIP Club Card ...

It's finally here – our Brand New Hot Off the Press 'VIP Club Card', this card works the same as those juice and coffee cards you find at cafes, every time you purchase anything in-store you get a stamp, but the great thing about this loyalty card is that you can use it on a 'per sale' transaction, meaning don't have to spend a certain amount before the card kicks in. Plus you'll get more than one chance to SAVE \$\$\$, you get to Save with great discount percentages FIVE times with only one VIP Club Card!!! – Now that's a card worth keeping in your wallet and using regularly. Next time you make a purchase in-store ask the Bondfields Girls to give you a VIP Club Card (if you don't already have one) and start collecting your loyalty stamps each time you purchase anything from the store and get closer to saving even more money each time you shop with Bondfields Shoes. *Excludes sale items, accounts and lay-bys.



Oprah's 6 Shoe Styles Every Woman Should Have ...

Written by: Christine Hayden

Recently, Oprah aired a show in which one of the segments was "6 Must Have Shoes" every woman should have in her closet. Six, I snickered to myself. Any woman who has ever been even slightly bitten by the notorious and much loved shoe bug surely could not survive with only 6 pairs of shoes! With a modicum of pessimism I proceeded to watch and admittedly, I did have an AHA moment. Six pairs of shoes can comfortably walk you through every possible scenario from bad weather to red carpet runways. Here's what Oprah and Adam recommend:

Black Pumps - Just like the little black dress, Adam says every woman needs a little black pump. "The 2-inch kitten heel is the easiest thing to wear," he says. I would like to add that the same pump can be worn at the office with a great suit, pants or skirt, paired with some dark jeans or worn with that little black dress he was talking about. Totally versatile in every sense of the word.

Comfortable Flat - A stylish and fun flat is so must have I think two pairs are in order. I know, I know, you only need six. But...a neutral pair and a colorful, fun maybe even animal print would be just the ticket. As noted on Oprah, they need to take you from office to weekend and make sure they have some cushioning. Tired, sore feet are no laughing matter, regardless of how fun the shoe is.

Evening Shoe - Just like Cinderella, you must be ready for the Ball. A classic shape, neutral colored as in gold or silver and dressed with satin and sequins are perfect for that bedazzling effect.

Sleek Comfort Sneaker - No, not the gym sneaker but a dressier, streamlined, colorful shoe that exudes comfort and playfulness. It's a run-a-round shoe that makes you feel like you never left home.

Tall Boot - Regardless of the heel size, flat or stiletto, the tall boot has once again made it's debut and is a must have of the season. Paired with anything, it's perfect for the cooler climes and goes from office, to dinner, to weekend adventure. Either black or brown, they are a timeless staple in your shoe diet. Go ahead, pig out and get both.

All-Weather Boots - These boots are the ones that protect you from the cold sleet, rain, snow, slush, mud, and anything else not appropriate to mention and they can still be stylish and comfortable. Wellingtons are the most well known rubber boots but they are no longer the black, tire-like monstrosities we remember. Rainboots now come in a plethora of colors from lime green to neon orange to white with butterflies, the list is endless. As mentioned on Oprah, "Adam loves the iconic Hunter Boots, which can be layered with Hunter Fleece Socks to keep feet toasty in the winter."

So there you have it. Six pairs of footwear that can lead you down every path your life may take you. No more Schlumpadinka feet for you ladies. Cast off those slippers, don those comfort sneakers, go forth and shop. Six pairs?... I snickered to myself. (*Article Source: www.helium.com/items/1650129-must-have-shoes)

Video Sneak Peak - Showing Some Upcoming Spring Shoe Fashions

Simply go online to our website and visit the '**Products Page**' to view the video today (or if you are reading this newsletter online simply click the below link to load the page). Otherwise the image to the right is the video you are looking for, for those of you reading the hardcopy newsletter.

<http://www.bondfields-shoes.com/Products.html>

Until next time, we wish you a great start to Spring and hope to continue providing women with the most exclusive shoes available on the North Coast ...

Susan and the Bondfields Team 😊

