



## From Susan . . .

Oh what a past August and great start to Spring we've had. I am overseas (writing to you from Holland) for a well earned break with a girlfriend, but don't worry girls I am doing my own 'research' on shoes whilst abroad. But more on that later. Finally in this issue I can reveal our top Secret News, see below for details. We have many gorgeous fashions for you this spring/summer - really exciting options indeed.

If you have been making excuses on when to grab yourself a new pair of shoes, then its time to jump up and get in as you can now take full advantage of our fantastic new Bondfields Club so why not drop into the store today and ask one of our fabulous ladies to hook you up with a 'Gold Club Card', I'm sure you won't regret it.

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## Bondfields Gossip: Top Secret Club Revealed . . .

"Reward Yourself Today!"

As hinted to you in the last newsletter, secretly guarded Bondfields 'Gold Club' is now here. You don't have to wonder any longer. This has been months in the making and finally we can let you in on our little secret so you can benefit **IMMENSLEY** and be able to reward yourself, we do like to spoil our ladies after all, and this is one of the best ways we know how to do just that.

We now offer our VIP clients an easy way to track orders and earn **FREE SHOES**; you only ever need to present us with your 'Gold Card' whenever you purchase a pair of shoes in-store. It's that easy! Simply spend \$90 at a time in-store from our great assortment of designer shoes or handbags and you can get your Gold Club Card stamped. Once your card has 8 stamps to its credit, you will receive a FREE pair of shoes up to the value of \$100 instantly.

Our system records every time you purchase plus we'll stamp your card (so you will know exactly how close you are to receiving your free reward). And we will let you know when you are eligible for your Bondfields **FREE** Shoes reward as stated on our system.

**“Attention: Ladies Who Love Shoes”  
Get FREE SHOES To The Value Of \$100!**

Purchase 8 pairs of Shoes at **Bondfields Shoes** within any 12 month period (Sept-Aug) and **Get Your 9th Pair for FREE**.

**Find Out More Details In-store and Grab Yourself  
a 'GOLD Bondfields Club Card' to Participate NOW**

*\*This Rewards Program is effective for shoes purchased only between September 1 and August 31st. Sorry, in this program rewards accumulated do not carry over to the next season or dates after this. Full terms and conditions do apply. See your Gold Card for full details. You will need to provide your full contact details to us upon collecting your Gold Card, so we can put you into our system and give you a 'VIP Club ID Number' if you are not already on our database.*

## Shoes For Sexy Spring & Summer Looks . . .

Come in and view our fantastic range of spring/summer shoes/handbags in time for the Race Season. Let Sue, Jenny and Rachel help you team the perfect shoes/handbag that will see you attend the Races in the greatest of style. Even though this season we are not seeing lots of colour the more muted golds, pewters, bronzes and browns as such that you will be able to wear your shoes for many seasons to come. Many of these shoes are trans-seasonal as well.

I am at present doing a lot of walking everyday and find my Arrivas and Supersoft sandals absolutely heaven on my feet. And when I go for my morning walk I have selected my Hush Puppy Walkers with a pair of our new Anna range for my evening wear (a pair of gorgeous bronze thongs with a beautiful blue stone on them). They are so comfortable. Just ask the girls to show these to you. Believe me your feet will love you for it.

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## Do You Know About 'Basic Fashion Elements' . . .

When it comes to liking how a shoe looks, beauty is in the eyes of the beholder. However, "fashion" can be parceled into 5 separate categories, as described by Footwear Guru William A. Rossi. How do the shoes you most like fit into these parts?

- **Shape.** The shape of the shoe is governed by the shape of the last. Other important factors include everything from the heel height to the toe shape to the length of the vamp.
  - **Design.** Although the last may be the same, the design of the shoe determines whether it's a sandal or a lace-up. The design element is where the creative talent is most shown.
  - **Materials.** This category includes texture, weight, surface grain, and finish.
  - **Color.** There are over 17,000 individually listed colors. The reflective tone and use of contrasting colors have effect on the overall color of the shoe.
  - **Ornamentation and Treatment.** Ornamentation includes buckles, buttons, straps, bows, and tassels: the "little touches" that add to a shoe's general character
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## Classy Shoes All-Over The World . . .

During my travels in September I will be lucky enough to travel to Italy, one of the fashion Capitals of the world mind you. And wow am I looking forward to this.

I am at present in Holland and from what I have seen (as they are going into winter) the boots for next winter will be absolutely Fab.

I have observed the current range of Guess Handbags in the shops and as usual they are fabulous. These will arrive on our shores around October.

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Well it's been a whirlwind ride over the past 2 months, and until we reveal the next issue of our Shoe Secrets thank you for being with us. Your support, feedback and comments are always very much welcomed and appreciated. We look forward to bringing you many more ladies fashions into the warmer months.

Happy Shoe Shopping!

*Susan & the girls at Bondfields* 😊

**P.S.** Feel free to share this bulletin with your friends and family by passing it on to them.

**P.P.S.** Don't forget to come in to the store now to get yourself a 'Gold Club Card' if you have not gotten one already and to find out more details about our Gold Club Adventure.