

J. Hathaway Shoe Boutique honored with The Art of Retail Award

Jill Hathaway of J. Hathaway Shoe Boutique was honored for The Best In-Store Event by an independent shoe retailer at The Art of Retail Awards, held in Chicago last month.

Hathaway created a two-week promotion in February called The Red Dress. For the promotion which benefitted Heart Health, she gathered gift cards from other stores in her area and created a gift card dress made from \$1,000 worth of cards from neighboring stores and restaurants, which was raffled off to consumers who shopped her store. All the participating stores promoted The Red Dress raffle and The American Heart Association was featured in two TV interviews promoting the event. J. Hathaway Shoe Boutique promoted the Red Dress raffle on its website and facebook page and consumers had to come into the store to buy a \$5 raffle ticket. For four-days of the two week promotion, Hathaway donated 10% of her sales to the American Heart Association. Hathaway estimates the promotion brought in 300 customers to her store and raised more than \$2500 for AHA.

“It was a great event, not only for us, but for the entire community,” Hathaway said upon receiving her award. “We found that if you support the community, the community will support you.”

The Art of Retail Awards took place at The Footwear Event, a major industry gathering of leading retailers and brands. Hathaway was one of three independent retailers recognized for outstanding achievement in 2010. The Tannery, based in Boston, was honored for Store Design. Lasser’s Shoe Fly of Altoona, Pa. was recognized for outstanding advertising.

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