

## **Mast Shoes Press Release**

### **Mast Shoes Expands; Moves Next Door to Meet Customer Demand**

*Ann Arbor, Michigan –August 15, 2018* – Mast Shoes, a longtime favorite shoe store among locals in the Ann Arbor community, is relocating and expanding its store within the Westgate Shopping Center. The newly renovated 4,500-square-foot location will offer more space, more seating, and of course, more shoes for customers to try.

The new store, located at 2519 Jackson Avenue in Ann Arbor, is right next door to the store's previous location, making it an easy transition for customers and staff. "We knew we wanted to stay in Westgate," explains Molly Mast-Koss, co-owner of Mast Shoes. "We love our location. Our neighbors and our landlords are wonderful. Being in a bustling shopping center with a mix of shops and restaurants and the new, spacious public library is tough to beat. Our customers love the easy parking."

Mast Shoes is a family-owned business that has been in operation since 1942. Winner of multiple Readers' Choice awards, the store is known for its wide selection of shoes that are both stylish and comfortable. Mast's highly-trained professional shoe fitters attend to each customer's unique needs and ensure that they walk out of the store with happy feet.

Like any successful business, Mast Shoes has evolved over the years in response to changing trends in retail shopping and customer demands. Mast Shoes opened its location in the Westgate Shopping Mall in 1993 to capitalize on the trend away from downtown shopping areas toward indoor malls and strip malls, which offered easy access and parking for customers. By the early 2000's, the Westgate location had become the retailer's busiest store. In 2004, Mast Shoes closed its last downtown store, located at 619 E. Liberty, and consolidated all staff and operations to the Westgate location.

Since opening the Westgate location, Mast Shoes has experienced an uptick in business every year, serving over 32,000 customers in 2017. Mast-Koss and her father Greg Mast, who are co-owners of the store, knew that they would need a larger space to accommodate their growing customer base. "We waited seven years for a larger space in this mall to open up and the wait really paid off," says Mast-Koss. "We ended up with a just-right-sized space next door to our previous location."

The store designer is Bartek Koss who happens to be Mast-Koss's husband. Koss worked tirelessly to design a store specific to how the staff work, along with a look and feel that will delight customers. Customers can shop in a beautiful, airy, comfortable environment that is easy to navigate, with an abundance of shoes ready to be tried on, 40% more seating, and a customer restroom.

"We wanted our new space to communicate that we love and appreciate our customers and staff and hope it will support our mission to be a unique, rewarding place to shop and work," explains Mast-Koss. "My plan is to steward Mast Shoes through its 100th anniversary and selfishly, I wanted a place that I'm excited to spend the next 30 years in!"

Mast Shoes plans to have a grand opening celebration in September.

Details will be posted on Mast Shoes' Facebook page: <https://www.facebook.com/mastshoes>

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**About Mast Shoes:**

Mast Shoes is a local gem in the Ann Arbor area. It is a family-owned business with a rich history that dates back to 1942. Mast Shoes is a boutique shoe store, with a hand-selected inventory that is designed to delight customers. With over 10,000 pairs in stock from high-quality brands, and a staff of professionally trained shoe-fitters, Mast Shoes is the preferred place to shop for customers who want shoes that are both stylish and comfortable. Mast Shoes is also recommended by healthcare professionals to find the right fit for patients with health conditions that affect their feet.

Learn more by visiting <https://www.mastshoes.com/>.

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