

FOR IMMEDIATE RELEASE

Mast Shoes Celebrates Grand Opening of New Store with Customer Appreciation Event

Ann Arbor, Michigan –December 11, 2018 – Mast Shoes, a local gem in the Ann Arbor community, celebrated the grand opening of its new location in the Westgate Shopping Mall with a customer appreciation event that was attended by around 500 people. The store was packed all day with multiple generations of shoe shoppers and the atmosphere was lively and happy.

“Mast Shoes' new chapter is off to a very strong start,” says Molly Mast-Koss, co-owner of Mast Shoes. “Customer delight and sales have exceeded our expectations. We are very grateful that the community came out to celebrate with us.”

Mast Shoes opened its newly renovated 4,500-square-foot location in August. 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 always planned to have a grand opening celebration,” explains Mast-Koss. “Our team needed some time to get settled in and adjust to the new store, so we waited a few months until we could all enjoy the party.”

The grand opening event was held on November 23, the day after Thanksgiving, which is also known as Black Friday in the retail industry. Instead of focusing on a Black Friday sale, Mast Shoes held a customer appreciation event and invited the entire community to join in the celebration.

Mast Shoes is a family-owned business that has served the Ann Arbor community since 1942. Their unique business model has allowed the store to thrive in a market that is largely dominated by online sales. Mast Shoes offers a wide selection of shoes that are both stylish and comfortable. And their highly-trained professional shoe fitters provide impeccable service that keeps customers coming back year after year.

To celebrate the history of the store, Mast-Koss came up with the idea of a timeline. The timeline hung across the store, with dates spanning from 1942 through 2018. Customers were invited to write down their favorite memory and attach it to the timeline. Hundreds of memories were shared from across the generations.

“It was fun to browse through all of the stories from our customers,” says Mast-Koss. “They shared a variety of memories, including shopping for shoes with mother, buying a first pair of red shoes and even picking out wedding shoes.”

Customers also shared fond memories of shopping at previous Mast Shoes locations on Liberty and Main Streets in downtown Ann Arbor. “All of those memories deepen our connection with the community,” explains Mast-Koss.

Now that the store renovation and move is behind them, the team at Mast Shoes is ready to make Ann Arbor’s feet happy for the next 30 years.

“It feels great to work in this space,” says Mast-Koss. “I’m really proud of my husband for designing a store that feels so good to work and shop in. And I’m really proud of our entire team for working tirelessly to transition into the new space. Most of all, I am grateful to our customers for coming out to purchase shoes from us all these years.”

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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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