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BAREFOOT TESS ONLINE SHOE BOUTIQUE MAKES "BIG" SPLASH WITH NEW WEBSITE

Barefoot Tess today announced the launch of the company's new website, [BarefootTess.com](#), and expanded inventory.

/24-7PressRelease/ - BALTIMORE, MD, March 30, 2008 - [Barefoot Tess](#)

today announced the launch of the company's new website, [BarefootTess.com](#), and expanded inventory. The site now features a revamped layout, advanced browsing capabilities and more and higher-resolution product images. In addition, [Barefoot Tess](#) has introduced [free shipping for all orders over \\$75 to any address in the continental U.S, flat rate shipping options to all international destinations and more premium express shipping options](#) from [FedEx](#) and [USPS](#) for both domestic and international customers.

"The intent of the changes was to provide a more exciting and satisfying customer shopping experience," [Barefoot Tess](#) CEO Karen Williamson said. "The additional shipping options and the added payment option for domestic customers to use [Google Checkout](#) as well as major credit cards through our own checkout is part of our continuing commitment to improve service to our customers."

The international leader in large-size ladies shoes, [Barefoot Tess](#) carries high-end designers, popular mainstream brands, as well as its own line of private label designs.

The company's recent expansion is a reflection of a growing demand in the industry. The average woman's foot size at the turn of the century was size 5. Now the average is size 9. Once considered a niche business, the large-shoe market ([size 12](#) and up) is now \$300 million in the United States (based on the latest U.S. Census) and continues to grow. The company estimates that the worldwide figure is closer to \$1 billion.

[Barefoot Tess'](#) inventory runs through [size 14](#) ([size 15](#) in some styles) and includes world-exclusive large sizes from many designers. From [flip-flops](#) to [designer heels](#), popular brands on the site include [Bernardo](#), [Corso Como](#), [Chie Mihara](#), [Delman](#), [Dolce Vita](#), [French Sole](#), [Havaianas](#), [Jeffrey Campbell](#), [Loeffler Randall](#), [Matt Bernson](#), [Sam Edelman](#), [Steve Madden](#) and [Tashkent](#).

The company's success is reflected in recent celebrity and media exposure. [Paris Hilton](#), [Jessica Biel](#), [Geena Davis](#) and [Celine Dion](#) have all worn [Barefoot Tess'](#) shoes, and the company has appeared in [Lucky](#), [InStyle](#), [People](#), [Daily Candy](#), and on the [Ellen DeGeneres show](#).

Based on first-quarter numbers and the growing demand for womens shoes, company executives conservatively estimate a 50% increase in womens shoe sales in 2008.

About Barefoot Tess LLC

Barefoot Tess LLC, based in Baltimore, Maryland, currently operates an internet based Women's Shoe Boutique as well as a warehouse showroom focused on serving customers with large sizes (shoe sizes 10 through 15) offering a wide selection of styles from high-end designers, popular mainstream brands and its own stylish private label line. For more information, please visit the company website at [www.barefoottess.com](#), or call the Barefoot Tess store at 410.337.7722.