

FOR IMMEDIATE RELEASE

**SHOEAHOLICS MAKES REGIONAL STRIDES WITH NEW STORE IN JAMAICA**



*Chief Executive Officer of Shoeaholics Ltd., Ms. Jillan Aimable (second from right), joins His Excellency, Deryck L. Murray, High Commissioner for the Republic of Trinidad and Tobago to Kingston, Jamaica (second from left) for the Official Ribbon Cutting Ceremony of Shoeaholics Jamaica in Sovereign Center. They are flanked by Customer Service Representative Tichina Young (far left) and Wayneworth Marson, Shoeaholics Jamaica Branch Coordinator (far right).*

**Press Assets (photo credit: Chambers Media Solutions):** <https://we.tl/t-IYc0LsKnoH>

**Saturday 8<sup>th</sup> October – Kingston, Jamaica**

Shoeaholics is strutting into the heart of Kingston, Jamaica.

The popular retail shoe store, which has established a formidable reputation among its loyal customers across Trinidad and Tobago for its trendy selection of women's shoes and accessories, formally opened its doors for its first location at Sovereign Centre with a dazzling "Shopping Extravaganza" experience over the weekend. The stylish affair included a full day of activities, including giveaways, eats and treats for shoppers, as well as the official ribbon-cutting ceremony facilitated by His Excellency Deryck L. Murray, High Commissioner for the Republic of Trinidad and Tobago to Kingston, Jamaica. This is the 1<sup>st</sup> store in Jamaica, and the 10<sup>th</sup> regional location for the company.



With Shoeaholics pursuing its latest regional market entry, Chief Executive Officer, Jillan Aimable explained that entering the Jamaican retail landscape had been a priority for the company and a dream of hers for quite some time. “Coming to Kingston was definitely uncharted territory for our Shoeaholics team, but it was made easier by the hospitality, warmth, pride and charm of Jamaicans,” the mother of two noted, while also explaining that bringing affordable, stylish selections to Jamaican customers has been well-received with positive feedback from customers. “Meeting the fashion needs of the modern Caribbean woman is always our top priority, and we’re just so happy to work towards that regional goal, one island and one customer at a time.”

In his Welcome Address at the Official launch, His Excellency Deryck L. Murray, High Commissioner for the Republic of Trinidad and Tobago to Kingston, Jamaica expressed that it was a great pleasure and privilege to share in the Sovereign Centre opening with Ms. Aimable, who he described as an “enterprising entrepreneur”. “Shoeaholics celebrates 10 years of existence – also an important milestone for the company – and we wish Jillan and the rest of the team all of the success in Jamaica. The High Commission stands ready and committed to supporting this venture.”

Shoeaholics Jamaica is located at Shops 24 & 25, Sovereign Centre, Hope Road, Kingston, and is open daily from 10am to 6pm. Customers may also find the retail store on Facebook, Instagram and TikTok @shoeaholicsja, or contact Customer Service at 876-672-5263.

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