*Press Release*

*For Immediate Release*

**Kingsmead Shoes celebrates 30th birthday month with Grand re-launch**

**at Gateway Theatre of Shopping**

Kingsmead Shoes is set to mark its 30th birthday month with an exciting relaunch of its revamped store at the prestigious Gateway Theatre of Shopping. This momentous occasion not only signifies the company's commitment to providing quality footwear but also showcases its dedication to innovation and customer experience.

 As a family-owned business, Kingsmead Shoes has been serving the community since its inception in 1993, establishing itself as a trusted destination for footwear enthusiasts of all ages. With the re-launch, the company is taking a step forward by embracing modernity while staying true to its core values.  It was launched opposite Kingsmead cricket ground (its namesake) by Dave Davidson and has grown to 50 stores across South Africa.  Dave retired in 2013 and the business has still managed to grow from strength to strength under the direction of his daughter, Kim Cunniffe as MD, with his son Ryan Davidson COO and daughters Corri Symes and Gayle Munstermann in HR and Merchandising roles respectively.

The newly revamped Kingsmead Shoes store at Gateway Theatre of Shopping boasts a stunning design that seamlessly blends the traditional warmth of a family-run business with cutting-edge technology. One of the highlights of the store's transformation is the incorporation of state-of-the-art digital displays, which serve to enhance the shopping experience for customers.

By embracing digital innovation, Kingsmead Shoes aims to create an engaging and personalized shopping environment where customers can explore the vast range of footwear with ease and convenience.

The relaunch at the Gateway Theatre of Shopping holds even more significance as it falls within Kingsmead Shoes' 30th birthday month. This milestone celebration reflects the company's enduring commitment to delivering exceptional products and services over the past three decades. With the revamped store, Kingsmead Shoes aims to continue its legacy and cater to the evolving needs of its loyal customer base.

During the birthday month, customers can look forward to exciting promotions, exclusive discounts, and special events as a token of appreciation for their continued support. Kingsmead Shoes takes pride in its longstanding relationships with the community and seeks to strengthen those bonds further by offering exceptional value and memorable experiences.

Whether you're looking for trendy sneakers, some stunning heels, classic formal shoes, or comfortable footwear for the entire family, Kingsmead Shoes provides a wide selection of high-quality options to suit every style and occasion. The revamped store at Gateway Theatre of Shopping is a testament to the company's commitment to excellence and its dedication to creating a delightful shopping experience for all.

Join Kingsmead Shoes in celebrating its 30th birthday month at the relaunched store in Gateway Theatre of Shopping. Step into a world where tradition meets innovation, and discover the perfect pair of shoes that will accompany you on your life's journey.

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| **WORDS**  **PICTURES**  **DISTRIBUTED**  **DATE** | **:**  **:**  **:**  **:** | **457**  **Images of new Kingmead Shoes Gateway store and social pics from Gateway Store opening event**  **On behalf of Kingsmead Shoes**  **September 2023** |

**Notes to editor:**

**About Kingsmead Shoes**

Kingsmead Shoes is a family-owned shoe retailer that has been serving South Africans for 30 years. With a commitment to providing quality footwear, exceptional customer service, and contributing to the local economy, Kingsmead Shoes has become a trusted name in the industry.

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