

MEET: PEDIPED FOOTWEAR



COMFORT AND STYLE: Angela Edgeworth, the founder and president of pediped, displays children's shoes at the company's new store in Town Square.

LEILA NAVIDI

STORE MAKES SURE THE SHOE FITS, AND LOOKS GOOD

Name of business: pediped Footwear
Address: 6593 Las Vegas Blvd. South, Suite B-155, Las Vegas, NV 89119
Phone: 564-2246
Email: townsquare@pediped.com
Website: www.pediped.com
Hours of operation: 10 a.m. to 9 p.m. Monday through Thursday; 10 a.m. to 10 p.m. Friday and Saturday; 11 a.m. to 8 p.m. Sunday
Owned by: Brian and Angela Edgeworth; managed by Rudy Glocker

In business since: The company was formed in 2004, just after my first daughter, Caroline, was born.

Describe your business.

Our primary concern is the health and well-being of children's growing feet. Whether your child is crawling, learning to walk or running around, we have a stylish shoe that fits comfortably while ensuring healthy foot development. The pediped footwear system was designed to protect your child's feet

during development. We offer more than 120 fashion forward styles that can take you anywhere from the classroom to the beach.

What makes your business unique?

We focus on shoes that are specifically designed to promote healthy foot development for children. We are proud of the fact that we were one of the first children's shoe companies to be awarded the APMA (American Podiatric Medical Association) seal of approval.

What is your business philosophy?

Our mission at pediped is to create stylish, comfortable, high-quality footwear while providing a customer experience that exceeds expectations every step of the way. Our priority is to make sure our customers leave the store with the right shoes and proper fit.

What is the hardest part about doing business in Las Vegas?

Finding creative talent. There is a bur-

geoning fashion industry in Las Vegas, and we hope to see it develop and grow. We want to attract more talent here, such as designers and creative thinkers. We have had to go to other states to find the talent that we need.

What is the best part about doing business in Las Vegas?

We have four or five trade shows where we exhibit in Las Vegas. The ease of transportation and accessibility to any part of the country or world makes Las Vegas an easy place to conduct business. We also love the sense of community here.

What obstacles has your business overcome?

Starting a company is never easy. It's time consuming, takes a lot of capital and can be emotionally draining. The biggest challenge was getting an unknown brand into the hands of consumers and retailers. A lot of people told us that this industry was crowded, but we

didn't listen. We felt we had something unique to offer, so we focused on that.

How can Nevada improve its business climate?

If it were up to me, I would actively market businesses in California to move to Nevada. Our tax structure and lifestyle should be very appealing to anyone who has lived in Los Angeles, like us. Nevada can improve its business climate by being less dependent on tourism and casinos and attracting high-tech or other industries, such as fashion.

What have you learned from the recession?

That it is not over yet. We have a long way to go before full recovery, and this recession is one of the worst in history. Things are not going to get better anytime soon.

It has been a very tough recession for our industry. Nevertheless, we are optimistic that things will get better eventually.