



Petite Women of Australia Can Now Stand Tall With teacup shoes

Thursday 31 October 2013, Sydney: teacup shoes is a new Australian-owned online shoe retailer launched in early 2013 to help suffering Australian petite women living in a big-sized Australian market by providing classy, sassy and comfortable ranges of petite shoes for women. teacup shoes' founder shares her experiences that led to starting this unique footwear business.

Finding attractive and fashionable heels in small shoes sizes can be a challenging experience for women with petite feet and, at times, embarrassing. "I was sick of having to resort to purchasing children's shoes due to limited stock in normal stores, buying larger sizes and using uncomfortable heel inserts or settling for a style just because it's available in my size," says teacup shoes founder, Pradhima Jeyaratnam. Standing at 4'11" and wearing a size 5 shoe, Pradhima understands the frustration felt by women with petite feet in a retail environment where shoe sizes outside of the norm are simply not catered for. After hearing the same complaints from many friends with petite feet, Pradhima decided she had to do something to help and left her successful career as a chartered accountant to start teacup shoes. "There are so many professional and fashionable petite women in Australia now, who like me, need stylish, comfortable and quality footwear that simply fit. I found that most of my friends were going overseas just to buy footwear because they were so fed up!"

Pradhima tastefully selects each teacup style personally from her sources in Brazil, Australia and China, with a careful eye to appeal to women aged 21 to 45 years. The premier range consists of ultra stylish classic designs, in leather, faux or vegan materials. Coming from the most recognised shoe brand in Brazil, the range has a patented innersole cushion with moulds to the foot and makes even the highest of heels comfortable. The styles are affordably priced with free shipping within Australia.

Socially conscious and remarkably driven, the Sri Lankan-born entrepreneur intends to create her own range of fashion heels for petite women, collaborating with Australian designers and using environmentally sustainable and ethical manufacturing practices. Pradhima says, "I'm focused on delivering sophisticated, timeless shoes that women with petite feet can rely on for quality and value."

Check out the latest petite shoes styles at teacup shoes: www.teacupshoes.com

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