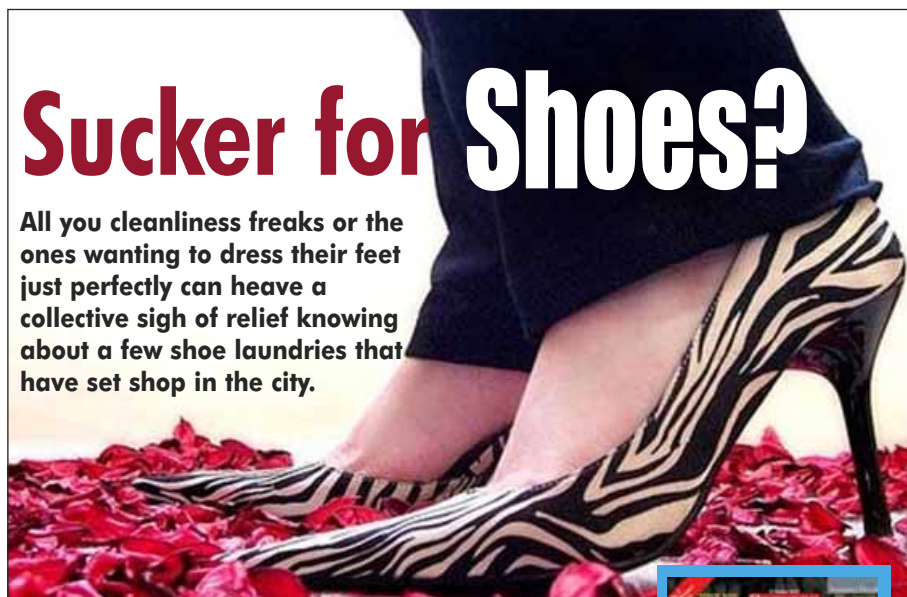


# Sucker for Shoes?

All you cleanliness freaks or the ones wanting to dress their feet just perfectly can heave a collective sigh of relief knowing about a few shoe laundries that have set shop in the city.



**W**e cracked up seeing our 'FRIEND' Monica Geller flip out on finding her purse stained with marinade. But did we forget the times when we got furious seeing our own stuff getting dirty? Or remember those old pair of shoes that you didn't wear because the leather strap in the front had worn off last year? Sandeep Ghajakas (fondly called as Sandi) came up with the crazy idea of starting a cleaning service of footwear in July 2003. A man who now runs a full blown workshop at Sion-Bandra Link Road named 'Shoe Laundry' took this unique idea to a whole new level.

Sandi with his staff of 14 members provides cleaning, polishing and repairing services for all kinds of footwear. Be it sneakers, leather shoes, stilettos, the works, they all enter into the Shoe Laundry and come out squeaky clean! "Cleaning up shoes is no easy task, so don't get surprised when I say that it's a 10-15 step process" says Sandi, the 30 year old entrepreneur who has already graced the cover of 'Outlook Money' for his out-of-the-box idea. This company that is first of its



kind in India has over 1000 private clients in its kitty. The list also has a high celeb quotient with names like Yash Chopra, Ritesh Deshmukh & Band of Boys availing the service regularly. For just Rs 130 a pair, your shoes get picked up, cleaned and home delivered as if they are brand new. There is extra price charged for any repairs needed. As an attempt towards business expansion, Shoe Laundry has tied up with local stores of popular shoe brands like Nike, Reebok & Adidas for their service. "I'd sent my shoes for cleaning and when I received it, my God, it looked like a brand new one. The laces had been replaced with a new one and even the parts of the shoe that were worn out were fixed! It's simply great!" says 27 year old Vallabh Kapadi. While Shoe Laundry is making waves, Vinnie Chadha's new 'Reboot - D Shoe Laundry' is also slowly making its mark in the same business. An idea that Vinnie came up with, when she participat-

ed in Business Baazigar (a reality show on Zee TV that searched for smart business ideas) remained with her even after the show. Located off Pali Hill in Bandra (W), Reboot is a pickup-delivery service that not only cleans and repairs shoes, but also offers nourishment treatments and hygienic processes for purses, belts and hand bags made of pure leather, suede and nubucks. Starting from Rs 150 a pair, they leave no stone unturned in transforming your old shoes into new! "We have our private clients from Borivali to Colaba and have tie-ups with local stores," says Vinnie, a 24 year old self-made entrepreneur who has celebrities like Malaika Arora Khan and Juhi Chawla on her regular list of customers. Come monsoon and they have also introduced their special pre-monsoon vacuum packaging for footwear to enable moisture control!

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For Shoe Laundry:  
Call: 9820526804 OR  
Order Online: sandeep@shoelaundry.com  
OR  
Website: www.theshoelaundry.com

For Reboot- D Shoe Laundry:  
Call: 9867435528/9819800334 OR  
Order Online:  
reboot.shoelaundry@yahoo.com

# What's in store

## FOR YOU?

Tired of visiting the same old shopping outlets and coffee parlours? Bandra offers two new shopping outlets and a coffee parlour that will bring to you the flavours of Australia.

IF FOLLOWING THE LATEST TREND IS YOUR FASHION STATEMENT, CHECK OUT THESE STORES IN BANDRA THAT PROMISE TO DRESS YOU IN STYLE

### Take a sip!!!

#### GLORIA JEAN'S COFFEES

Gloria Jean's Coffees, the Australian global brand, is all set to brew its special hand-blended coffee for Indian customers. The coffee house has been brought to India by hospitality major Citymax Group. Its first outlet in Mumbai, located at Turner Road brings you the aroma of coffee right at the door and takes you through an irresistible experience of coffee. This house believes in coffee as a lifestyle and is confident that its customers will appreciate the Australian taste. So next time, you plan to hang out with friends or visit a client, take a sip at Gloria Jean's Coffees and do not forget to try the several other goodies along with it.

### Set your own trend!!!

#### RELIANCE TRENDS

If you are on Hill Road, check out Reliance's new fashion outlet called Reliance Trends. This retail outlet was inaugurated on the 28th of March. The stylish attractive exterior of the store promises an equally fulfilling shopping experience inside. Reliance Trends offers a homogeneous mix of private labels and brands across men's, women's and children's categories that suit the requirements of every customer. From for-

mal office wear collection for men and women to smart casual collection for the evolving workplace, this store has been developed with a clear focus on the youth of India, offering them exclusively crafted fitting. The store offers a high quality shopping experience assisted by trained customer service associates dressed in smart outfits. The rates are fixed keeping in mind the middle class consumer. So if you wish to dress yourself in trends that fit perfectly, try Reliance Trends.

**Location-** Hill Road, Bandra West

### Fashion around the Globe!!!

#### GLOBUS

If you are wondering why there is a mention of Globus here, it is because of the store's latest collection and a new look. The store that dresses Kareena Kapoor in style brings to you its latest collection that looks quite promising. The exquisite range of campus to club and lounge dressing comes in vibrant colours. The store's new interior looks amazing with complete stylish dressing rooms. So pick your choice and keep trying them till you find an outfit that makes you as stylish as its brand ambassador.

**Location-** Hill Road, Bandra West

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