



# Back to School



## A savvy approach

QUEANBEYAN'S main street school wear store Savvy has recently undergone a dramatic refurbishment, with a stylish modern fit out to bring its growing brand up to date.

The local retail chain has also refined its focus and no longer stocks formal wear, instead focussing entirely on its core business of school wear.

Co-owner Sue Montgomery said the updated look was part of an overhaul of the Savvy School Wear brand, which operates from three shop fronts in Tuggeranong, Mitchell and Queanbeyan.

"The refurb was part of a total refurb that Savvy was doing," she said.

"We moved down a couple of doors to a new, bigger store in Tuggeranong last year, and this we refurbished the Mitchell and Queanbeyan stores so that they all look the same when you walk into them."

Ms Montgomery said the business was looking to boost its brand recognition among customers.

"Just like how you walk into every Aldi Supermarket, they all look the same. And we wanted them to have a bright, modern light feel as well," she said.

"It's actually about branding ourselves as a recognisable store and brand. We want a customer from Jerrabomberra to be able to walk into our store in Tuggeranong and it looks the same, and the staff dress the same. We want Savvy to be recognised."

Savvy Queanbeyan stocks school wear for all local Queanbeyan schools, and also covers major Canberra schools including St Benedicts, St Clares, Merici College, Mackillop College and St Edmunds.

"A lot of the girls from St Gregorys go on to Merici College and the boys tend to go onto St Edmunds or Mackillop," Ms Montgomery said. "So we can accommodate them when they make the change to high school as well," she said.

■ Visit Savvy School Wear Queanbeyan at the top of Cassidy's Arcade on Monaro Street.



Savvy School Wear Queanbeyan Manager Tina Mills at the newly refitted store.

## Feet first back to school!

AS a mother and podiatrist member of the Australian Podiatry Association, Leigh Birchley is definitely putting her children's feet first at back to school time.

"Your children's feet are constantly changing term by term, so particularly after the long summer break it's important to remeasure feet and purchase correct fitting day and sports shoes," Ms Birchley said.

"This is also a good time to assess the development of your children's feet by asking them about their feet and how they feel, to see if there are any underlying problems," she said.

"You also have to consider what activities they will be doing in the footwear being chosen - if it's a particular sport the right sports shoe should be selected for that sport," she said.

There is no single best shoe for one child as all children are different. The fit can be affected by their height, weight, shape, biomechanics and stage of growth development so choosing the correct shoe is imperative.

If there are hereditary foot problems in your family, it's worth having your child's growth progress checked periodically by a podiatrist or at least have them properly measured by going to a shoe supplier that provides professional

measuring services.

There are three main types of feet: normal, flat and high-arched. A person with normal feet needs a stable shoe with moderate control features. A flat footed person should have motion control shoes or high stability shoes with firm midsoles and control features that reduce the degree of pronation. The high-arched foot needs cushioned or neutral shoes with plenty of flexibility to encourage foot motion, not shoes that provide motion control or stability shoes, which reduce foot mobility.

"Fashion should also stay out of the agenda," Ms Birchley said. "Young girls should not be wearing high heels until they are older and they definitely should not be wearing these at school at any age. Wearing high heels in the early development of the feet is irresponsible and parents should not allow it."

"Handing down shoes should also be avoided. An old shoe belonging to someone else will take on their shape and gait, which will not be the same as the new wearer, buying a new shoe is advised."

To find your local podiatrist in NSW and the ACT visit [www.podiatry.asn.au](http://www.podiatry.asn.au) or contact your state Podiatry Association.



Height, weight, shape, biomechanics and stage of growth will influence your child's development, so choosing the correct school shoe is imperative.

**Savvy School Wear is now BIGGER, BRIGHTER, and BETTER!!**

**Call in today to see our recently refurbished shop!**

**All of your Schoolwear needs! Same great Quality and Prices! Same great service!**

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