

# Tiny shoe company a fitting venture for woman with small feet

Years of frustration at being unable to find fashionable shoes to fit her pint-sized feet has prompted Christchurch woman Nicky Harding-Ifield to set up her own business supplying stylish but diminutive footwear.

Nicky was 28-years-old before she owned her first pair of high heels. The petite strawberry blonde has what her husband Mike teasingly calls "hobbit's feet" and for years had to shop in the children's section in order to find shoes to fit her size three feet.

"It was quite depressing really. I wasn't able to wear dresses or skirts because I didn't have any fashionable shoes I could wear. I could get trainers but that was about it," says Nicky.

It was only when she went to England for her OE that Nicky, who was then a primary school teacher, finally managed to find a pair of high heels that

fitted properly. Like a kid let lose in a candy store, Nicky went mad buying up dozens of pairs of stylish shoes.

By the time she was ready to return home—eight years later—Nicky had acquired about 30 pairs of shoes, a husband and two children. The "shoe blues" though returned when Nicky discovered she still could not buy the shoes she wanted in New Zealand.

"The more I got frustrated here, the more I thought I just have to bite the bullet and do something about it myself," says Nicky, who has launched her own company, Indigo River.

The company sells "gorgeous" women's shoes in small sizes, eliminating the need for women with diminutive feet "having to shop in the children's department for shoes."

Currently the shoes are all imported from overseas, mainly from Spain and

Italy, but eventually Nicky hopes to produce her own line of footwear.

Nicky believes there are many other women like her who have struggled to find shoes to fit who will leap at the opportunity to buy fashionable shoes in small sizes and is already eyeing opportunities in Australia.

"It's a niche market but really there's no one here or in Australia specialising in selling small-sized shoes," says Nicky.

Nicky says shoes bought over the internet will be sent out to customers on an "on approval" basis so they can be returned if they do not fit properly.

Nicky is selling the shoes online ([www.indigoriver.co.nz](http://www.indigoriver.co.nz)) but will be holding direct-to-the-public sales events once a month. The first will be held at the Chateau on the Park in Christchurch on Sunday 19 October.



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CHRISTCHURCH EVENTS GUIDE

**Korean Cultural Festival**

**11 October, Victoria Sq**

4566 Koreans in Christchurch Celebrate the 60th anniversary of the independence of Korea. Traditional arts and music performances and Korean food.

**French Fest**

**11 October, Akaroa**

A fabulous celebration of all things French in the first French settlement in New Zealand. Join the residents of Akaroa as they paint the town red, white and blue for a town-wide market day with French market stalls, entertainment, fun, and frivolous competitions, plus a re-enactment of the first French landing in Akaroa. Transport and car-parking available, see [www.frenchfest.co.nz](http://www.frenchfest.co.nz) for more.

**Abba Mania**

**12 October, 5pm**

**Christchurch Town Hall**

After an 18-week run at the Strand Theatre in London's West End, **ABBA MANIA** is about to take over New Zealand. All the costumes, the lights, the music and the memories of ABBA, altogether in one unforgettable night featuring the Abba Orchestra.

**Silver Fern Rally**

**15 - 23 October,**

**South Island wide**

Christchurch will host the ceremonial start to the 2008 NZ Silver Fern International Marathon Rally, with a special show in Cathedral Square on Wednesday 15 October. CCC's Recreation and Sports Unit and Events Team, has joined forces with rally organisers to provide a rally show in Cathedral Square, which will include trade and car Club displays. All the Silver Fern Rally competitors will be on show for the Christchurch public.

**Barrage**

**13-15 October,**

**Christchurch Town Hall**

New Zealand has never heard anything quite like Barrage, a high-octane fiddle-fest that features an international, multi-talented young cast performing an eclectic mix of music, song, and dance. Shows start at 8pm each night, with a 5pm show on 15 October.

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