

Sargasso & Grey

ELEGANT FEET IN A WIDER FIT

Sargasso & Grey is a luxury British shoe company specialising in creating beautiful leather shoes for women who have wide feet or who need a wider fitting shoe. All of our shoes are crafted from the finest leathers and all are made in a wide fitting for extra comfort, which means little extra room for feet to breathe and toes to wriggle. Put simply; we make shoes that don't squeeze! Our shoes are loved by fashion forward women, celebrities and royalty.

Sargasso & Grey was founded by former RGS pupil Katie Owen (née Rattray - 1993-1995), who was working in wealth management and found that her feet got wider after the birth of her first child. Upon returning to work in the City, she realised that half of her work heels no longer fit but scouring the shops for shoes in a wider fit, she found a severe lack of stylish options. Realising a gap in the market, Katie established Sargasso & Grey. Having recently quit her finance job to focus on the business full time, Katie is offering intern opportunities to interested RGS pupils with a flair for computer analytics, PR, marketing, creative writing and social media.

Opportunities:

Creative writing: Writing blog articles (which will be attributed to the pupils) about various topics such as:

- Footwear fashion
- Current shoe trends
- Celebrity footwear stories
- Footcare and health
- History of shoes and shoe making
- Other relevant footwear and shoe articles

These will be posted on our website and shared on our social media pages and customer email database.

Social Media: Updating the company Pinterest account:

Creating boards for trends, colours, occasions, foot and shoe topics, as well as growing engagement through follows, pinning and comment

Search Engine Optimisation (SEO):

Marketing S&G to bloggers, and other influencers, to increase traffic to the website, and building links to make the website more visible on Google searches. This role really needs a pupil with a fairly good understanding of Search Engine Optimisation.

Google Analytics:

A role/project for a pupil who has a good grasp of data analytics and who understands the mechanics of GA. This role would give the pupil the opportunity to review the company analytics, set up reports on customer experience and highlight areas for improving both experience and sales through the various customer channels.