

FOR IMMEDIATE RELEASE:

**MADISON Shoes & Accessories – and then there were two...**

Toronto, April 22, 2009 /MADISON Shoes & Accessories/ - Chic new boutique MADISON Shoes & Accessories located at 3 Karl Fraser Road in the **Shops @ Don Mills**, opens its doors on April 22, 2009. Sherson Group, Canada's leading distributor of women's fashion footwear, accessories and apparel, proudly introduces the second MADISON store concept in the world.

This MADISON store offers a contemporary new look and a great shopping experience for fashion savvy Canadian women. Nine West, AK Anne Klein, Enzo Angiolini, Circa Joan & David, Bandolino, Boutique 9 and Easy Spirit are all available in this fabulous location.

This style boutique astounds many with its lavish interior design and luxury inspired fashion forward merchandise. **However, most astonishing are the fabulous price points.** This aspect truly adds to the overall advantage MADISON has in the fashion footwear and accessories industry.

Inspired by the original concept at Avenue Road and Eglinton West, which was originally designed by visionary Brian Gluckstein of Gluckstein Design Planning Inc., this store is now the second to house all of the Sherson brands under one, impeccably designed, roof.

ABOUT SHERSON GROUP

Since its inception in 1984, Sherson Group has been one of Canada's premier importers and distributors of footwear and accessories. Sherson Group sells a variety of brands directly to consumers through contemporary retail specialty stores across Canada including Nine West, Bandolino, MADISON and FOX Apparel and Accessories.

Sherson Group is headquartered in Toronto, with dedicated brand showrooms that showcase each brand, along with state of the art distribution facilities.

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