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LELA Pikula and Cherish Nouata are stepping into a niche fit with their new Campbelltown business Mama Cita Sole.

Their store is stocking a wide range of shoes for women including those who wear sizes 11 to 16 after discovering a gap in the fashion shoe market.

The duo launched their store as an online business in 2010 after completing a course for unemployed people called Employ Yourself.

Ms Pikula said she and Ms Nouata spent six months conducting research and development before launching their business. They sell via the website and from their Dumaresq St shop, which they opened in May.

It was humble beginnings for the enterprising pair as Ms Pikula said they had spent their early days selling door-to-door from the back of a car.

Neither woman had experience in shoe design, Ms Pikula said, but they wanted to make fashionable shoes more accessible for women with larger feet.

"Now we have people coming from as far as Lane Cove to buy our shoes, we had one lady from Brisbane who heard about us through the internet," Ms Pikula said.

See [mamacitasole.com.au](http://mamacitasole.com.au).

<http://www.whereilive.com.au>



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