



Counter-clockwise from top:

**THE INSIDE LOOK** Vivid green walls and chunky wooden beams define the space at Switch Shoes, where shoppers are invited to relax at the counter over tea and snacks.

**THE SHOES** Renowned for comfortable fit and eye-catching detail, Israel's Benni Shal footwear line is sold in the United States exclusively at Switch Shoes. \$112–158.

**THE JEWELRY** The black resin beads used to create Hot Cakes' necklaces are copied from a vintage design. Victorian-inspired images compose the centerpiece of each striking piece. \$77–102.

**THE LEATHER GOODS** This snappy orange leather coin purse by Israel-based Emanuel is priced at an affordable \$18, leaving you plenty of nickels and dimes to tuck inside.

**THE TEAM** Store co-owners Rina Menashe (left) and Jennifer Robinson are retail veterans. Menashe was in visual display, while Robinson was an apparel buyer.



## Style Council

IF THE UNITED NATIONS decided to open a women's footwear store, it would probably look something like Switch Shoes, where owners Rina Menashe and Jennifer Robinson have brought together kicks and accessories from around the world in a space that's as much community center as it is boutique.

"We want people to feel as comfortable here as they do in their own living rooms," says Robinson, who opened the Multnomah Village store with Menashe three years ago, after their

kindergarten-age children met on that globally popular arena, the playground. ¶ Colorful round-toe boots from Menashe's native Israel

make up the majority of the inventory at Switch Shoes, where statement-making comfort is first on the agenda, along with the always-available tea and snacks.

"We skip the trends and focus on style—and fun. Even our sales are in the form of after-hours parties, which attract women from all over the city," says Robinson, fitting a shopper with a pair of Zamsh chocolate-brown

boots with zigzag detail. Other trek-worthy items include hand-felted scarves by Portland's Karen Thurman, laser-cut stainless steel earrings by Australia's Polli line, recycled wool hats by local artist Jenna Robertson, and metallic leather wallets by Jerusalem-based designer Neta Sade—all at refreshingly democratic price points. Call it a peacekeeping mission for wallet and wardrobe. —JILL SPITZNASS

### Switch Shoes

7871 SW Capitol Hwy  
503-445-4585

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