

Where cats feel completely at home!

Oelegem, a picturesque little village on the Albert Canal in the Belgian region of Voorkepen.

Well-known among cyclists and footballers and famous for its carnival.

But a few months ago, it also acquired a new reputation among cat lovers in Europe.

Because it has been the site of lots of full-blown work in recent months on the biggest online theme store in Europe.

We were looking for a new challenge and after visiting Decooh in Brussels, we came up with the idea of selling articles online based on the theme of the Cat.

Photos, garden statues, office accessories, etc. But no scratching posts or food; there are plenty of other stores offering that.

After doing a major search of the internet we came to the conclusion there was no store of this kind in Europe, at least not what we had in mind: everything, but then absolutely everything, for and by cats.

We bought the first products on impulse and we added these to existing webstore, Amerone. But a few months ago we launched a brand new quadrilingual website: <http://www.depoezenshop.com> Open Door Days. After making our first purchases at the Decooh auction in Brussels and after setting up a Facebook page, we received lots of request about whether we held Open Door Days and if we had a store.

(We know from experience that Belgium is not the greatest online shopping paradise).

So a few weeks later, we organised our **first Open Door Weekend**.

And our store is open from Tuesday to Saturday from 14.00 pm to 18.00 pm (usually a bit later in the summer).

With the beautiful weather, the Open Door Weekends were a major hit and we now hold them regularly. It is an event that a lot of people look forward to.

A lot of clients are in contact with each via Facebook and Hyves and the Open Door Weekend is a great opportunity for them to meet up, with or without cats... and over a glass of cava or a chilled beer.

Thanks to our permanent presence on Facebook and Hyves requests have been pouring in: have you got earrings, have you got this or that, I collect egg cups, pill boxes, I'm looking for magnets. After a few visits to some of the big trade fairs in Europe, we came up with an increasingly long list of articles:

Crockery and figurines from France by Albert Dubout, the well-known calendars and agendas of course by the Dutch artist Francien van de Westering (Franciens Katten), beautiful photos and sculptures from Uruguay by De Rosa, garden statues from England and the Netherlands, letterboxes that go miaou, bags and jewellery by Laurel Burch (USA), designer umbrellas, hand-made Christmas cats from Germany, fabrics from Portugal, hand-made objects from the mountains of Peru, etc. etc.

Artistic representations of cats too with specially produced clay sculptures by Yoke Vliegen, crockery and figurines by Romero Britto, a Brazilian pop artist, the highly popular Rosina Wachtmeister from Austria, Kitschy Katz by Ken Wong from California. And shortly the whole collection of Copper Reflections from Turkey and North America.

We currently have 1100 products on the website and a further 30 to 50 new products are added every month. From egg cosies to big garden sculptures.

This year, we will be participating in a number of different trade fairs and events such as 'Beestjes en Baasjes' in Ghent and a big cat show in the Netherlands.

We have also adopted some good causes and the Cat Store is currently sponsoring a number of not-for-profit organisations, it provides support by offering tombola prizes and also supports a range of other good causes.

It goes without saying of course, that we have also got a few pussy cats in our store including Piet de Piraat, a regular visitor who is a favourite with clients. With his very own Piet de Piraat chair.

Where is The Cat Store?

Online at <http://www.depoezenshop.com> email: info@depoezenshop.be

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