

BAKERS SHOES TO CUT JOBS, CLOSE 120 LOCATIONS



Bakers is a name that some of you may think you know, but unless you spend a great deal of time looking at shoes the odds are good that you are not thinking about the right company. That is why today, before we talk about the job cuts that the company is making we are going to take a few seconds to look at how the company has chosen to **describe itself**, “Bakers is the leading specialty retailer of fashion-forward footwear and accessories for style-driven young women. Bakers successfully maintains a strong and trusted relationship with women who love shoes by consistently offering the latest fashion merchandise at affordable prices and highest level of customer service. Bakers is THE destination for today’s fashionista seeking the latest trends in footwear and accessories, at a great value. Bakers’ customer service surpasses that of other specialty footwear retailers. Our associates understand that the shopping experience is very individual, that every customer is unique. We recognize when to step in and gently guide a customer through the shopping experience, asking questions to understand more about what the customer is looking for, making suggestions that suit her desires. And we recognize when to stay quietly in the background, but ready at a moment’s notice to serve. Visit one of our stores and experience it yourself. To find the store closest to you, check out our [Store Locator](#). Bakers is a part of history. As the third oldest soft goods retail concept still in operation, we are proud of our nearly 100 year history of delivering fashion forward footwear and accessories. We are owned and operated by Bakers Footwear Group, a St. Louis based retail company. In addition to our Bakers brand, we carry Wild Pair, Jessica Simpson, Blowfish, Nicole Lee and many other popular footwear brands. Bakers Footwear Group currently operates over 60 stores nationwide.” Sadly the company is getting ready to cut back on 150 stores across the US by liquidating its inventory. The company, which has not set layoff into motion as of yet on the store level, will be getting rid of workers at each location as the begin to close up. This means that the company may end up making one, or perhaps even several mass layoff actions during the course of these closures. For those of you who are not familiar with the idea of a mass layoff action here is a look at how the company chooses to **describe itself**, “The **Mass Layoff Statistics (MLS)** program collects reports on mass layoff actions that result in workers being separated from their jobs. Monthly mass layoff numbers are from establishments which have at least 50 initial claims for unemployment insurance (UI) filed against them during a 5-week period. Extended mass layoff numbers (issued quarterly) are from a subset of such establishments—where private sector nonfarm employers indicate that 50 or more workers were separated from their jobs for at least 31 days.” The only good news, if the company does manage to trigger a mass layoff action, is that they will have to give the workers several weeks of notice about the job cuts to come. That will give workers the much needed time to start putting in job applications and begin their job search.

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