

Cloggs predicts a FitFlop sell out this winter

Birmingham retailer Cloggs.co.uk is predicting a rapid sell-out of the new range of FitFlop products this winter.

Online PR News – 31-August-2010 It may be the middle of summer but Cloggs.co.uk, which has a store next to Selfridges in the Bullring, has spent more than £1.7 million on new [FitFlop boots](#) and [FitFlop Shoes](#) in anticipation of high demand from September onwards.

This substantial order represents more than 30 per cent of the store's intake for Autumn/Winter 2010.

FitFlop sandals proved very popular this summer as thousands of shoppers invested in the thigh toning footwear after Cloggs.co.uk organised demonstrations of the shoes at the Bullring.

FitFlop shoes use biomechanical engineering to help wearers improve their posture and burn more calories than they would walking normally. They feature specially designed soles that destabilise the feet, making the muscles in the lower body work harder when the wearer is walking around.

Nick Thomas, managing director at Cloggs.co.uk, said he was expecting high demand for the FitFlop winter boots and FitFlop shoes this year.

“FitFlop footwear has been popular since its arrival in the shops in 2007, when the shoes sold out quickly all over the world,” he said.

“People love the concept of being able to get in shape without being shackled to the gym and this is the case regardless of what season it may be.

“Buying a pair of [FitFlop Boots](#) or FitFlop shoes will mean people can continue the good work they started in the summer with their FitFlop sandals.”

The new winter range of FitFlop boots and shoes will be available from Cloggs.co.uk as well as the Cloggs store in the Bullring. Prices are expected to start from £64.99.

The team behind Cloggs.co.uk has more than 35 years' experience of trading on the high street and began operating online over ten years ago. Cloggs.co.uk now stocks more than 20,000 items across specialised departments covering: womens shoes, womens boots, womens sandals; mens shoes, mens boots, mens sandals; as well as boys shoes and girls shoes. Other popular brands include: UGG boots, Converse, Birkenstock, Crocs and Timberland. The Cloggs Bullring store also recently won 'Best New Store' at the Drapers Footwear Awards 2010.

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