

Hotter Comfort Concept Expands Its High Street Retail Presence



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Author: [Hotter Comfort Concept](#)

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Hotter Comfort Concept, UK shoe manufacturer, is bucking high street trends by opening three new stores to provide shoppers with the ultimate shoe shopping experience.



Since they opened their doors the new stores, in Eastbourne, Bromley and Chichester, have provided record company sales, fuelling the company's decision to commit to a revitalized store launch

programme. With stores currently located in York, Chester, Southport, Bournemouth and Kendal the Lancashire based shoe manufacturer plans to strengthen its high street presence, by creating a portfolio of 25 Hotter stores across the UK within two years.

Hotter shoe stores stand out on the high street by offering good old fashioned customer service along with quality, stylish shoes which are designed to offer improved comfort. With more than 50 years experience in looking after people's feet, Hotter prides itself on the quality of each shoe produced and the levels of comfort that accompany them. Every shoe comes with smooth internal seams to avoid rubbing, along with deep toe boxes to allow extra room for toes to move around and flex.

Sales Director at Hotter Comfort Concept, Clive Leverett commented: "We're the biggest shoe manufacturer in the UK and are proud to be expanding this year with a programme of new store openings. We're excited to have secured a significant presence along the south coast in prime high street locations and we are delighted with our first few weeks of trading, in fact our stores are breaking our own opening sales records time after time.

"We have made a significant investment in creating the right concept for our stores, from the new softer branding with its timeless, unisex appeal to the nature-inspired colour palette which conveys a sense of freedom and an active lifestyle. Most importantly we have put together strong teams of committed staff who understand our passion for comfortable shoes and have been trained to fit shoes properly - good old fashioned customer service back on the high street at last".

Julie Jobe, manager at Hotter's new Bromley store, commented: "The Hotter team here is thrilled to be part of the store launch programme and plan to create an enjoyable shopping experience for both new and existing Hotter customers. We have an extensive range of both [men's shoes](#) and [women's shoes](#) including stylish daywear, tasteful eveningwear, extra wide [shoes](#), laid back leisure, [women's sandals](#) and a range of Gore-Tex walking boots for outdoor pursuits."

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About Hotter Comfort Concept
Hotter Comfort Concept manufactures 1.3 million pairs of [Comfortable Shoes](#) each year at its headquarters in Skelmersdale, Lancashire and has a passion for in built comfort. Through continual reinvestment in

the business, Hotter has seen its shoe collections expand rapidly and has invested millions of pounds to produce one of the most advanced shoe making facilities in the world.

Hotter Comfort Concept sell shoes direct to its customers via its on-site 100 seater call centre and selling through 300 independent UK retailers including garden centres.

For more information please contact:

Melanie Killilea
PR Manager
Hotter Comfort Concept
2 Peel Road
Skelmersdale
Lancashire
WN8 9PT
01695 712720
www.hottershoes.com

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