

Fitness Footwear announces new stocks of Hi-Tec shoes

Submitted by: Fitness Footwear

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To kick-start their sales for 2009, online retailer Fitness Footwear has acquired new stocks of Hi-Tec shoes for a wide range of sporting activities.

Priding themselves on offering the web's widest choice of sports and outdoor footwear, Fitness Footwear are rapidly expanding their product catalogue with new stocks of Hi-Tec shoes, including the famed Magnum boots (<http://www.fitnessfootwear.com/c-246-hi-tec-magnum.aspx>) range.

Renown for their huge choice of walking shoes, hiking boots and sports trainers, Fitness Footwear now stock a growing selection of hi-tec hiking boots

(<http://www.fitnessfootwear.com/c-250-hi-tec-hiking-boots.aspx>) and hi-tec hiking shoes

(<http://www.fitnessfootwear.com/c-251-hi-tec-hiking-shoes.aspx>), including the while the Hi-Tec V-Lite Fasthike Mid WP - Taupe and Chocolate and Gold, which has proven to be a fast selling style for the online retailer.

Fitness Footwear MD Luke Barlow said: "As the business continues to grow, it's essential for us to bring new brands and new stocks on board to accommodate and to fuel that growth. "

When asked about the control of the company's growth, Mr Barlow replied: "It's a very holistic process. You give with one hand, take with the other and keep doing it in increasing amounts. Of course, you have to control this process. Now that we have mens hi-tec

(<http://www.fitnessfootwear.com/c-31-mens-hi-tec.aspx>), ladies hi-tec

(<http://www.fitnessfootwear.com/c-32-ladies-hi-tec.aspx>) and kids hi-tec

(<http://www.fitnessfootwear.com/c-121-kids-hi-tec.aspx>) shoes to manage, the juggling will become a little quicker."

Despite the increase in business, Fitness Footwear has no current plans for the recruitment for extra staff. Mr Barlow simply stated: "We have plenty of hands to do the juggling for the moment and we're getting better at it."

Fitness Footwear also stock numerous hi-tec sports shoes

(<http://www.fitnessfootwear.com/c-253-hi-tec-sports-shoes.aspx>), including a wide range of hi-tec squash

shoes (<http://www.fitnessfootwear.com/c-244-hi-tec-squash-shoes.aspx>) championed by the Hi-Tec Squash

Classic - White and Green which is the preferred footwear of choice for many squash coaches and

professionals. Hi-Tec's sport shoes designs are deeply rooted in the game of Squash which was massively

popular in the 1970s. The company's original success grew from the breakthrough design and development

of their first ever shoe, The Hi-Tec Squash, which remains Britain's all time best selling sports shoe

model to this day, even beating the leading models of hi-tec athletic shoes

(<http://www.fitnessfootwear.com/c-269-hi-tec-athletic-shoes.aspx>) and V-Lite hi-tec golf shoes

(<http://www.fitnessfootwear.com/c-245-hi-tec-golf-shoes.aspx>) worn by European Champion Padraig Harrington.

Earlier this month, Fitness Footwear reported soaring sales in their hi-tec boots

(<http://www.fitnessfootwear.com/c-207-hi-tec-boots.aspx>) due to the increase in cold and wet weather

conditions, with many of their customers favouring hi-tec waterproof boots

(<http://www.fitnessfootwear.com/c-252-hi-tec-waterproof-boots.aspx>) and one of the best selling hiking boots of 2008, the Hi-Tec Altitude to help them safely make their way to work.

As a stockist of fashionable trainers, hi-tec shoes (<http://www.fitnessfootwear.com/c-30-hi-tec.aspx>) are an important addition to the Fitness Footwear online catalogue. As a well established, British sports brand hi-tec trainers (<http://www.fitnessfootwear.com/c-248-hi-tec-trainers.aspx>) have remained a popular fashion choice for many years, especially the hi-tec silver shadow (<http://www.fitnessfootwear.com/c-254-hi-tec-silver-shadow.aspx>) which is worn by many rappers and celebrities. Meanwhile après ski favourite, the Hi-Tec St Moritz 200 - Cream and Brown has seen huge demand from fashionable female skiers and snowboarders with the start of the 2009 ski season.

Resources:

With over 50 brands, more than 2000 products and thousands of new customers every day, FitnessFootwear is one of the fastest growing independent shoe retailers in the UK. FitnessFootwear bring their philosophy of efficiency and fun to their products and company culture, with a huge selection of shoes, boots and footwear for every activity and occasion, combining the comfort with style and function with fashion.

In just 5 years of shoe retailing, Fitness Footwear has developed an extensive catalogue of shoes and accessories for all ages which combine comfort, style and fine quality. These include a wide range of leading brands, such as Caterpillar, Merrell, Brasher, Hunter, Skechers, and Salomon.

FitnessFootwear is based in Woolmer Green, Stevenage, Hertfordshire. For more details please visit the company's website on <http://www.fitnessfootwear.com>

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