

## Fitness Footwear makes essential Hi-Tec styles available

Submitted by: Fitness Footwear

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Ambitious to offer the webs widest choice of sports and outdoors shoes, Fitness Footwear has made the most popular of Hi-Tec's classic styles available to their growing customer base.

The philosophy of consumerism is to meet the consumer's requirements, so when Fitness Footwear saw their old stocks of certain styles selling faster than the latest fashionable footwear, they soon realised the demand for classic design and familiar comfort from their customers.

In the 1970s Hi-Tec quickly established themselves as a British manufacturer of sports shoes with their rapidly growing range of hi-tec squash shoes (<http://www.fitnessfootwear.com/c-244-hi-tec-squash-shoes.aspx>) for the then immensely popular indoor game of Squash. Since that time, Hi-Tec has had legendary success with a number of their sports shoes and trainers, including the hi-tec silver shadow (<http://www.fitnessfootwear.com/c-254-hi-tec-silver-shadow.aspx>), retro running shoe from the 1980s which has once again found fame on the feet of American rappers and Hollywood celebrities, generating a spike in their demand.

Naturally, in order to satisfy the thousands of shoppers who have turned to the internet to make massive savings in this time of economic down turn and media fuelled hysteria, Fitness Footwear were quick to order additional stocks of these classic Hi-Tec shoes.

MD Luke Barlow said: "Hi-Tec has always been a best selling British brand for us, lead by the hi-tec altitude (<http://www.fitnessfootwear.com/c-255-hi-tec-altitude.aspx>) hiking boots which are incredibly popular amongst outdoor enthusiasts, but the demand for older styles took us pleasantly by surprise."

Mr Barlow continued, stating that "Fitness Footwear has seen a consistent trend in people not wanting to change their shoes. If possible they'll try their best to buy their favourite shoes which could be up to 6 years old. Thankfully, because of our good relationships with certain brands, we are able to meet that demand and make old styles of shoes available."

The classic footwear available at the Hertfordshire based retailer now extends beyond sports shoes and hiking boots thanks to a fresh demand for Magnum boots. Popular amongst the police, paramedics and armed forces, magnum boots (<http://www.fitnessfootwear.com/c-246-hi-tec-magnum.aspx>) are often the standard issue patrol boot or parade boot for many constabularies and regiments with a range of classic and contemporary styles providing comfort, stability and speed due to their tough, lightweight and breathable designs.

Fitness Footwear looks forward to another excellent year online by offering the web's widest choice of sports and outdoor shoes with Free UK Delivery.

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