

# Warm weather brings out the Birkenstocks

Submitted by: Fitness Footwear

Wednesday, 4 March 2009

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Birkenstock sandals have always been a hot summer favourite for Hertfordshire based online retailer Fitness Footwear, but this year the weather forecast may have a positive effect on sales.

Weather forecasts have predicated that the freezing winter weather conditions which brought Britain to a standstill with snow and ice are likely to be followed by a scorching summer. Temperatures are predicted to begin sharply rising soon, which has sparked a sudden surge in sales for the sports and outdoors shoe retailer who have experienced a frenzied demand for their latest range of walking sandals from their extensive customer base of outdoor enthusiasts. Fitness Footwear report that sales of Birkenstock shoes (<http://www.fitnessfootwear.com/c-154-birkenstock-shoes.aspx>) are slowly rising and it won't be long until Great Britain embraces the Birkenstock brand once summer gets started.

Fitness Footwear Managing Director Luke Barlow (<http://econsultancy.com/directories/members/luke-barlow>) said: "For the past two summers, Birkenstock has been our biggest selling brand. From what we've seen, the hotter the weather gets, the more sales of Birkenstock sandals we make. So we're getting ready for a hot one."

Typically, a hot summer follows a cold winter and as a result forecasters have predicted a heat wave during the mid summer months that could see us all breaking out the shorts and sandals as a way of keeping cool.

Mr Barlow said: "The obvious appeal of wearing sandals in summer is keeping your feet cool. Flip flops went out of fashion decades ago, so a big brand like Birkenstock has quickly established itself as the must have sandal to wear when it's warm."

In anticipation of the growing demand for Birkenstock sandals, Fitness Footwear has already acquired sufficient stock of the various Birkenstock styles and most importantly sizes. While Birkenstocks have a broad appeal, they are especially popular amongst women. Generally female shoe sizes vary from Birkenstock 36 (<http://www.fitnessfootwear.com/c-279-birkenstock-36.aspx>) to Birkenstock 37 (<http://www.fitnessfootwear.com/c-280-birkenstock-37.aspx>) and Birkenstock 38 (<http://www.fitnessfootwear.com/c-281-birkenstock-38.aspx>), but after selling out of Birkenstock 39 (<http://www.fitnessfootwear.com/c-282-birkenstock-39.aspx>) size sandals in previous years, Fitness Footwear has already acquired suitable quantities of stock to meet demand while expanding their range to include Birkenstock 40 (<http://www.fitnessfootwear.com/c-283-birkenstock-40.aspx>) size sandals as well. Due to their Germanic origins, Birkenstock sandals are universally accepted as being available in European sizes, although the online retailer has been prompt to provide a shoe size converter for their customers.

Birkenstock has existed since as a German business since 1774, but it was only in 1965 when Konrad Birkenstock (<http://www.fitnessfootwear.com/c-21-birkenstock.aspx>) took his family's foot bed design and developed it into the first flexible arch support which mirrored the shape of the foot, that the Birkenstock Sandals brand was born.

Since coming to the US in the 1980s, Birkenstock sandals are widely worn by medical professionals, such as dentists and nurses, as well as other workers who spend the majority of their working days on their feet. This is because of the comfort and support that Birkenstocks sandals and more importantly, the Birkenstock flexible arch support offers. But for many people, Birkenstocks (<http://www.fitnessfootwear.com/c-243-birkenstocks.aspx>) have become a part of everyday fashion. As a result, stocks of Birkenstocks are often subject to availability when the summer rush for sandals begins. Often high street stores sell out in a few days, leaving online retailers like Fitness Footwear to give people the essential one stop shop for Birkenstocks that they need.

To ensure that their customers' needs are met, Fitness Footwear stocks only the best selling Birkenstock styles and lots of them. These include the Birkenstock Arizona (<http://www.fitnessfootwear.com/c-275-birkenstock-arizona.aspx>), which is the trademark Birkenstock design featuring dual strap fitting as well as the

Birkenstock Madrid (<http://www.fitnessfootwear.com/c-278-birkenstock-madrid.aspx>) with its more traditional single strap for women, plus many more styles for men, women and children. A recent addition to the Fitness Footwear catalogue is the Birkenstock Gizeh (<http://www.fitnessfootwear.com/c-277-birkenstock-gizeh.aspx>) which is a more luxurious sandal design intended for smart attire.

With the rising temperatures on their way and the rising sales to match, FitnessFootwear.com looks forward to another profitable summer with Birkenstock, the world's biggest sandal brand.

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