

Skechers Shape Ups to Take Summer by Storm

Submitted by: Fitness Footwear

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As Britons cancel their gym memberships en masse, Skechers looks set to dominate the growing demand for fitness footwear with their new range of Shape Ups trainers.

The effects of the recession have been felt worldwide, greatly effecting not only shopping habits but leisure pursuits, including the leisure industry which has seen greater numbers of regular gym goers cancelling their memberships in favour of more affordable pursuits such as running.

With a new focus on traditional pastimes, many are now embracing the outdoors or making small differences in their lifestyles from walking to work, to taking the stairs and even wearing pairs of fitness trainers on the way to the office and going about the everyday chores.

For a long time MBT trainers have held the majority of the fitness shoe market, but have faced stiff competition in the form of Fit Flops and now Skechers Shape Ups which available to conveniently order online while MBT has kept themselves out of online sales.

Due to the sudden shift in shopping trends brought about by the credit crunch, online shopping has grown exponentially, bringing success to the Fit Flops brand as the biggest selling form of fitness footwear in the UK while MBT has continued to be unavailable online and often difficult to find in a failing high street.

But American brand Skechers look set to shift the balance in this revitalised market with their Shape Ups and Tone Ups. While both new lines draw inspiration from their competitors, the irresistible charisma of the Skechers brand is certain to make them a big hit when their products launch next week.

With MBT staying out of the online market, the new Skechers Shape Ups (<http://www.fitnessfootwear.com/c-301-shape-ups.aspx>) are anticipated to clean up; not only by meeting the demand for MBT trainers online, but at a more affordable price from a very well trusted brand –and brands don't come more trusted than Skechers.

Renowned for their reputation of manufacturing fine quality lifestyle shoes at a true value price, Skechers enjoy an enormous worldwide following and have brought their specialist knowledge in marketing to the fore with easy to follow booklets stating why their customers would Want a pair of Shape Ups and why they Need them.

There's quite a bit of information to take in, but illustrated diagrams make the facts easier to digest and for those with a short attention span, the purpose of Shape Ups is quickly explained to promote weight loss, tone muscles, improve posture and get in shape without setting foot in a gym.

For the more technically minded, Shape Ups (<http://www.fitnessfootwear.com/c-301-shape-ups.aspx>) feature a soft kinetic wedge insert and dynamic rolling outsole which simulate the effect of walking barefoot on a soft surface. So as you step, you will feel your heel sink into the Shape Ups cushioning, then roll forward on to your forefoot as weight shifts across the foot, before finally pushing off with your toes to

take another step. This movement will result in stronger leg, buttock, back and abdominal muscles as you stabilise your steps and use your feet to their full potential.

Skechers Shape Ups are more than just a fitness shoe, they allow you to look good while getting fit and are suitably styled for people with an on-the-go, busy lifestyle, so they can be work to and from the office, for shopping trips and for casual wear. Plus, with over 15 years of delivering style and quality at a reasonable price, Skechers are one of the world's most trusted brands.

With the summer heat wave on the way, countless gym membership cancellations and a new focus on health and fitness footwear in the UK, Skechers Shape Ups look set to be the fashionable fitness shoe of choice this season.

Skechers Shape Ups are available in the UK from the 15th of June at www.fitnessfootwear.com (<http://www.fitnessfootwear.com>), the web's widest choice of sports and outdoor shoes.