

Hotter Shoes introduces 12 new ladies styles

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Hotter Comfort Concept Shoes has revealed 12 new ladies styles in its Spring collection.

Designed to offer the ultimate comfort experience, every pair of Hotter Shoes (<http://www.hottershoes.com/>) is crammed with features to make feet happy, from space for toes to wiggle to ultra-soft padding to hug heels. The new collection includes a selection of classic and contemporary shoes to put a spring in the step for any occasion including work shoes, holiday sandals and even cute, colourful boots for cooler spring days.

"We've been listening very carefully to customer feedback and have included several new styles in this early Spring collection which we think will offer 'Mrs Hotter' an opportunity to spend even more time in her favourite footwear brand," commented Range Director, Paul Sayers. "Ladies who buy Hotter shoes lead busy, active lives and they need to be confident that the smart shoes they choose will be comfortable from the moment they first put them on.

"For our new designs this season we have scrutinised our customers' feedback and added in styles with some of the most popular features they have requested; so we have fashionable wedge soles, pretty hand stitching and even floral detail to give stand-out appeal. Stylish, comfy heels and flats fit the bill for smarter occasions and we've introduced a range of co-ordinated handbags to complement the season's fresh new looks.

"As usual colour is key; our customers can buy shoes in vibrant Hibiscus and rich soft Violet, whilst on trend nude shades include Nougat, Pewter and Soft Ecru," he added.

The majority of Hotter's comfy shoes (<http://www.hottershoes.com/en/info/Comfortable-Shoes>) and sandals come in sizes 3 to 9 with some half sizes, extra wide fitting shoes (<http://www.hottershoes.com/en/Extra-Wide>) and EEE fittings. Anyone new to Hotter shoes will find a handy shoe fitting guide (<http://www.hottershoes.com/en/info/Hotter-Shoes-Fitting-Guide>) online, with details of how to find the perfect fit and Hotter offers a free Personal Shopping service for additional advice. Hotter shoes can also be purchased at 25 Hotter stores throughout the UK.

One in every three pairs of all shoes made in the UK are made in Hotter's Lancashire factory - the company is forecast to make nearly 1.5 million pairs of shoes this year, making it the biggest shoe manufacturer in the UK. The company was set up in 1959, introducing the Hotter brand in the 1990s with the aim of creating "the world's most comfortable footwear, continuously delighting customers".

About Hotter Shoes:

Hotter Comfort Concept is the UK's biggest shoe maker, with one of the most advanced production facilities in Europe.

Hotter Shoes makes a range of women's shoes (<http://www.hottershoes.com/en/Womens-Shoes>) and men's shoes which incorporate 'Comfort Concept' features including smooth internal seams, removable insoles, soft leather uppers and soft padding.

Nearly 1.5 million pairs of comfortable shoes will be designed and made in Hotter's UK factory during 2012 and will have shock absorbing soles which contain millions of air bubbles, making Hotter shoes incredibly light and giving the feeling of walking on air.

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