

Hotter Comfort Concept launches Great British Shoes

Submitted by: pr-sending-enterprises

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Hotter Comfort Concept, Britain's biggest shoe maker, has launched two limited edition Great British Shoes to commemorate a truly memorable year of celebrations for the Queen's Diamond Jubilee.

Hotter Comfort Concept Product Director Paul Sayers commented: "As a British company we wanted to create a patriotic pair of Great British Shoes to underline our commitment to creating comfortable and stylish shoes in our UK factory and to commemorate an exciting Summer for our nation.

"Our customers enjoy a fun filled active life and we know they'll be out an about celebrating this Great British year. It's fantastic that we can be with them every step of the way."

The Hotter Comfort Concept team of designers have taken two of the brand's most popular comfort shoes (<http://www.hottershoes.com/en/Women/Womens-Shoes>), Leanne and Shake, and given them a 2012 makeover. These Great British Shoes offer customers a modest but instantly recognisable patriotic show of support with a Union Jack inspired colour scheme.

Just 2,800 pairs were manufactured in Hotter's Lancashire factory, with every pair of ladies footwear (<http://www.hottershoes.com/en/Women?DisplayProductList=false>) given the utmost attention to ensure they offer unparalleled comfort, including soft leather uppers, smooth internal seams and shock absorbing soles.

The Great British Shake shoe features an intricately plaited red, white and blue strap, whilst Leanne features red, white and blue laces. Both shoes have white leather uppers and come with both decorative Union Jack and plain, softly padded insoles for everyday use. They are both available in sizes 3-9 with some half sizes and an extra wide fitting option. They are delivered in a commemorative shoe box with a certificate of authenticity.

People can view the Great British shoes at www.hotter.com, in their local store or by calling 0800 525 893 and requesting a Hotter catalogue.

The full Hotter collection is available at www.hotter.com where customers can download their personal shoe fitting guide (<http://www.hottershoes.com/en/info/Hotter-Shoes-Fitting-Guide>) to help them find the perfect fit. Hotter also offers a free personal shopping service where its experts provide help and advice on customers' footwear queries.

About Hotter Comfort Concept:

The Hotter Comfort Concept brand was founded in the early 1990s by Stewart Houlgrave, whose parents set up Beaconsfield Footwear as a slipper manufacturer in 1959.

With a mission to make shoes as comfortable as slippers, Stewart created a collection of stylish shoes with hidden comfort features, including lightweight shock absorbing soles, padded heels and luxurious leather uppers. Hotter makes comfort a priority, offering footwear in a range of shapes and sizes, including extra wide fitting ladies sandals

(<http://www.hottershoes.com/en/Extra-Wide/Extra-Wide-Sandals?DisplayProductList=true>).

The company initially sold Hotter shoes direct to customers via its onsite customer service centre and www.hotter.com. Since 2009, its 50th year, the company has revamped its website, aired 6 TV campaigns and launched in the US.

With its exceptional product quality and outstanding customer service, Hotter embarked on an ambitious store opening programme in 2010 - with 45 due to be open across the UK by the end of 2012. Staying true to its British heritage, Hotter now manufactures 1.5 million pairs of shoes in its Lancashire factory, making it the UK's biggest shoe maker.

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