

Hotter Comfort Concept introduces 32 new ladies styles for spring 2013

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Hotter Comfort Concept has launched its new collection for spring 2013 with 32 new ladies styles.

Shoe fans will be delighted with the new collection; each and every style has been designed with style seeking customers in mind and comes in the latest on-trend seasonal shades.

The new range features styles for every shoe-loving customer and covers all their wardrobe dilemmas. Hotter's signature collection has shoes for summer days, work shoes (<http://www.hottershoes.com/en/Occasions/Work-Shoes>), designs for glamorous evenings out with friends, casual styles for everyday wear and the active collection features shoes perfect for customers with busy lifestyles.

"The new range is here and our passionate team of designers has put everything into the new styles. We've taken inspiration from around the world to find new looks, textures and colours so our customers feet will look absolutely stunning," commented Design Director Ian Spedding.

"Hotter fans will enjoy 32 new styles including sophisticated brogue Carly in seasonal shades Parchment, Blue and Tan along with super soft Chantel with its bow detail in glamorous, trend lead colours, Peach Blush, Ink Blue and Tan," he added.

For summer breaks there are cool, fresh sandals Sapphire and Emilia, and for a glamorous twist customers can try espadrille wedge Gaby, a favourite from summer 2012, with exciting new navy and beige floral colours.

Hotter's latest collection includes 9 new men's styles, one of which is the new sporty Swift with shock absorbing air filled soles and touch close fastening straps. For a smart casual option there is rugged brogue style Defender with a distinctive wax finish and adjustable laces for a bespoke fit.

Most of Hotter's comfy women's shoes come in sizes 3 to 9 with some half sizes and men's shoes come in sizes 6-12 with some half sizes. Customers will also find extra wide shoes (<http://www.hottershoes.com/en/Extra-Wide>) for women and EEE fitting shoes (<http://www.hottershoes.com/en/Extra-Wide/EEE-Shoes>). Anyone new to Hotter will find a handy shoe 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 46 Hotter stores throughout the UK.

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 super soft and breathable leathers, lightweight and flexible soles, cushioning underfoot and wiggle room for toes.

Hotter shoes are sold direct to customers via an 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, opening a total of 46 stores open across the UK by the end of 2012. Staying true to its British heritage,

Hotter now manufactures 1.5 million pairs of shoes made in England (<http://www.hottershoes.com/>) - making it the UK's biggest shoe maker.

Further insights into the company can be found on Hotter's online Comfort Club.

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