

Hotter Shoes sets sights on 19 new stores for 2012



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September 26, 2012, 8:27 am -- /[EPR NETWORK](#)/ -- Hotter Comfort Concept Shoes have been on a mission to bring their stylish shoes with built in comfort features to the nation welcoming over 100,000 customers through their doors each week. This year the retail team at Hotter have already successfully opened 13 new stores across the UK, reaching out to their customers in towns and cities such as Cheltenham, Harrogate, Oxford, Tunbridge Wells and Winchester.

The comfy shoe brand now has 38 stores, which will soon be 40 when they open stores in Shrewsbury and Inverness in October and they plan to open a further 4 before the end of the year.

"What's more, it looks like 2013 will be another busy year for our retail team as we've already identified a further 15 locations for stores," commented John Nicholas, Retail Director.

"We have developed a winning formula of wonderfully stylish comfort products combined with a high level of service which we find brings customers back to us time after time. Our team members are hand-picked to ensure they are friendly, helpful, passionate and knowledgeable about our products.

"Each store offers a personalised fitting service to ensure customers find their perfect fit every time. We even create a comfortable and relaxed environment for our customers to shop, with comfy seating and a 'home like' feel."

To find [Hotter Shoes stockists](#), customers can visit Hotter's store locator page at www.hotter.com, and can join Hotter on Facebook to keep to date with the latest store news.

Hotter Shoes can also be purchased via mail order by calling 0800 525 893, or online at www.hotter.com.

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 [ladies shoes](#) and men's shoes - including [extra wide shoes](#) - all of which incorporate 'Comfort Concept' features including smooth internal seams, removable insoles, soft leather uppers and soft padding. The nearly 1.6 million pairs of comfortable shoes designed and made in Hotter's UK factory during 2012 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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