

# Merrell 2009 Spring/Summer collection at Fitness Footwear



Released on: February 6, 2009, 7:19 am

Press Release Author: [Fitness Footwear](#)

Industry: [Retail](#)

Hertfordshire based online retailer Fitness Footwear, a leading supplier of Merrell shoes is pleased to announce the launch of the Merrell brand's new 2009 Spring/Summer catalogue which champions a wide range of many new and exciting styles.

Fitness Footwear is the UK 's biggest online stockist of Merrell shoes, providing a one stop shop for the Merrell brand on the internet for over 4 years. By offering a wide range of Merrell shoes and styles in a complete selection of sizes the online retailer has been able to quickly build a substantial following for the Merrell brand.

Merrell's new Spring/Summer 2009 catalogue will provide Fitness Footwear with an unrivalled opportunity to offer their customers a new range of fashionable and functional sandals, trainers, walking boots and other specialist shoes across a wide range of activities. Similarly, the 2009 range of Merrell footwear incorporates a number of new styles while expanding upon the world renowned Chameleon range with many new and exciting styles.



Luke Barlow, Fitness Footwear partner highlighted the company's long history of working with Merrell,

*"As a favoured retailer of [Merrell footwear](#) we have been able to develop a large and loyal customer base and build much renown for the American brand here in the UK .*

*As such, we are looking forward to the new styles and innovations the spring and summer ranges will bring. I'm sure our many Merrell customers feel the same way."*

Offering the web's widest choice of sports and outdoors shoes, Fitness Footwear and Merrell have made a winning combination since 2005. While Fitness Footwear promotes every outdoor activity from running and hiking to more extreme sports such as parkour, the mission of the Merrell brand is to inspire the outdoor athlete in everyone by embracing the natural world or the urban landscape. With a philosophy that is driven by bringing people adventure and exhilaration, discovery and freedom, as well as self knowledge and fulfillment, the Merrell brand is the perfect flag for passionate online retailer Fitness Footwear.

The Merrell brand itself is owned by Wolverine World Wide Inc, an American superpower in shoes who recently acquired Cushe, adding the small, yet innovative brand to their awe inspiring portfolio which currently includes Bates, Hush Puppies, Sebago and also Merrell.

Emma Barlow, Fitness Footwear partner described the relationship with Wolverine and [Merrell shoes](#)

*"You couldn't ask for a better supplier than Merrell. We've had nothing but a great experience since day one with wonderful support and amicable solutions to any problems. As a customer is makes us feel valued and as an independent retailer we've been pleased to dedicate our time to them as well. It's very much a giving relationship between Fitness Footwear and Merrell, creating a mutually beneficial business model."*

## **About**

## **Fitness**

## **Footwear**

Founded in 2004, Fitness Footwear has rapidly grown into the UK's most successful online retailer of sports shoes and outdoor footwear, with a bold dedication to outstanding service, easy transactions and secure online shopping for its customers.

These philosophies have led Fitness Footwear to become the online champions of many leading brands including Merrell, [Fit Flops](#) , Magnum boots and Caterpillar boots.

This press release was written by [Adam Smith](#)

**Fitness Footwear Limited**  
**22b London Road**  
**Woolmer Green**  
**Herts**  
**SG3 6JP**