

# Cloggs Put Fitflops On Trial In The Bullring



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Author: [Cloggs](#)

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Cloggs.co.uk is giving sceptics in Birmingham (UK) the chance to put the thigh toning sandals Fitflops to the test. On 7th May the Bullring based shoe retailer Cloggs.co.uk will be giving everyone the chance to try the so-called 'shoes with the gym built in'.



At the event, Cloggs.co.uk will be demonstrating how Fitflops use biomechanical engineering to help wearers improve their posture and burn more calories than they would through walking normally. The sandals have specially designed soles that destabilise the feet, making the muscles in the lower body work harder when the wearer is walking around.

[Fitflops](#) have been available since 2007, and when they first came out the huge demand for the shoes saw them sell out all over the world. Cloggs.co.uk director, Nick Thomas, believes that even more people are likely to be wearing them this summer.

"Fitflops have universal appeal because of the way they combine comfort, style and fitness, things which people of all ages are looking for in a summer shoe.

"This year we have bought as much stock as we possibly can because as soon as spring arrives Fitflops always start selling really quickly.

"Birmingham may be the farthest UK city from the sea but it's the time of year when everyone starts thinking about getting in shape for the beach.

"If you're not a fan of the gym then Fitflops could be a good way to start toning up for your summer holiday."

Cloggs.co.uk currently have the Pietra, Electra, Oasis and Walkstar styles of Fitflops in stock online and in their Bullring store, ready for an expected rush in demand.

The Fitflops demonstration will take place between 10am and 6pm on Friday 7 May outside the Cloggs.co.uk store on the ground floor of the Bullring.

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Notes to editors:

**About**

Cloggs.co.uk is very proud to be authorised retailers of the famous Fitflops brand. With more than 35 years of trading experience, Cloggs has long been at the forefront of cutting edge British shoe retail. With a focus on in season fashion footwear, quality customer service, competitive prices and extensive selection, Cloggs.co.uk stocks over 20,000 items including its popular range of [UGG boots](#), [Converse](#) trainers, [Crocs](#), Dr Martens and Timberland boots.

**Cloggs:**

**For further information, please contact:**

Carly Pyne  
Cloggs  
Online Marketing Manager  
110 – 114 Corporation Street  
Birmingham  
West Midlands  
United Kingdom  
B4 6SX  
0121 237 5566

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