

Hotter Shoes Commitment To Comfort Revitalised By Surprising Survey Results



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Hotter Shoes, women's comfort shoe specialist, has pledged to continue its drive to create the world's most comfortable shoes following the surprising results of a new YouGov survey.



"We were amazed to find out that only one third of women wearing a pair of shoes which extremely hurt their feet would kick them off immediately and walk in bare feet," commented product design director, Paul Sayers, who leads a team of comfort shoe designers who are determined to take the 'owww' out of new shoes. "What was most worrying though was a hardcore of 15% would struggle on

for more than 30 minutes and 45% would manage for at least ten minutes in shoes that caused them 'extreme pain'"

It's not just long term damage that women are subjecting their feet to according to this research, 63% of women have had blisters on their feet due to wearing a favourite pair of shoes and 44% of women aged 18 and over have endured burning sensations on the balls of their feet.

Hotter is committed to giving British women choice and pain free footwear. With its 50 year heritage the company has drawn up a list of comfort features which are essential to every pair of shoes it creates including leather uppers, deep toe boxes and supportive, flexible soles.

"Women need to start taking care of their feet and wearing shoes that not only fit properly, but ensure their feet can move around and breathe," added Paul. "Taking care of your feet now will pay dividends in the future and ensure you're not crippled with pain or worse still, facing surgery caused by poorly fitting shoes.

"At Hotter Comfort Concept all of our shoes are crafted to ensure feet are always in the best possible care. Whether it's the air bubbles that we inject into the soles of our shoes to provide comfort and support, or the wider fittings that are available to ensure the shoe fits as it should we are confident we are creating the most comfortable shoes our customers will ever wear."

Over the past 50 years Hotter has hand crafted thousands of comfortable [women's shoes](#) to ensure feet stay in the best condition. Hotter shoes are available in half sizes and extra wide fittings with soft cushioning and flexible soles.

ENDS

Notes to editors
All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1084 women. Fieldwork was undertaken between 7th - 9th April 2010. The survey was carried out online. The figures have been weighted and are representative of all GB women (aged 18+).

About Hotter Comfort Concept:
Hotter Comfort Concept targets the active over fifties market where thousands of shoe shoppers are indulging their feet in the hidden

comfort of Hotter shoes - designed, manufactured, packed and shipped from the Lancashire factory.

Hotter manufactures more than 1.3 million pairs of shoes every year, including [women's sandals](#), [extra wide shoes](#), [work shoes](#) and [women's boots](#) - more than any other shoe maker in the country.

Hotter shoes are recommended by many of the UK's leading podiatrists across the UK and are passionate about creating shoes that provide comfort and support to make sure feet stay in the best possible condition.

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