

Early Spring Sunshine Sees Keen Shoes Sales Surge at Fitnessfootwear.com



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Warm spring weather sparks a [surge in sales of Keen Shoes](#), as water sports and outdoor enthusiasts are able to secure early season discounts on hybrid shoes for the summer.

The first decent spell of warm sunny spring weather is usually enough to see consumers heading to the shops and online stores to pick up new footwear for the summer. This year has proved to be no different, with most of the country bathed in sunshine and temperatures heading into the twenties, it was a welcome reminder that summer is fast approaching and that wardrobes need to be replenished before the summer starts. Visitors to online performance footwear retailer Fitnessfootwear.com have been treated to massive early season discounts on summer shoes and sandals, with Keen shoes one of the most popular choices. Current discounts offer up to 20% savings on the recommended retail price, something which has proved to be too much to resist for its customers with Keen shoes sales soaring.

Keen shoes started life in 2003, with the brand formed with the singular goal of producing a new breed of sandal which offered exceptional protection for the toes. The brand was launched with the Keen Newport, a revolutionary new shoe with the lightweight and airy design of a sandal and the sturdy performance of a walking shoe. Termed hybrid footwear, the shoes offered the benefits of both shoes and sandals, and proved to be an instant hit with outdoor enthusiasts, with both hikers and water sports aficionados flocking to the brand. One of the key components which made the brand such a runaway success is the patented toe protection system. The soles of Keen shoes wrap up and around the toes for exceptional protection on the trail and

from underwater hazards, with the quick drying water resistant design ideal for a life in and out of the water. Whilst the toe protection system was designed for use in their range of sandals, the system now features in every Keen shoe model, even in their range of slippers, making stubbed toes a thing of the past.

In addition to the technology used in their toe protection system, Keen has developed a host of new technologies to further enhance comfort and performance, with the brand developing a reputation for innovation throughout its footwear range. Keen shoes offer an excellent fit thanks to the metanomical footbed, which closely follows the contours of the foot for excellent support and day long comfort, whilst the footbed takes on the shape of the individual's foot for an exceptionally comfortable and personal fit. With the comfort, performance, protection and versatility of Keen shoes it is no surprise that they are such a popular choice.

The Keen shoes collection at Fitnessfootwear.com has long been a firm favourite with its customers; with the brand selling exceptionally well from the late spring through to the autumn. "Keen shoes are once again topping the sales charts now that the weather is improving, with the full range selling well" says Fitnessfootwear.com MD Richard Gundle. The heavy discounts were put in place to encourage early season purchases; and with the run of warm weather boosting visitors to the website, the tactic appears to have worked, with sales of Keen shoes soaring as customers have found the innovative hybrid footwear difficult to resist.

Further information on the Keen shoes collection can be found at <http://www.fitnessfootwear.com> with a quick purchase recommended to enjoy the current heavily discounted rates

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