Toning Shoes Sales Soar at FitnessFootwear.com

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LONDON, UK (RPRN) 04/16/10 — FitnessFootwear.com is enjoying a surge in sales of toning shoes in the wake of recent high profile advertising campaigns.

Lifestyle fitness shoes have seen a rapid rise to success since the launch of FitFlops sandals in May 2007. FitFlop toning sandals revolutionised fitness offering a way to gain additional benefits from normal walking, taking fitness out of the gymnasium and incorporating it into everyday life. Innovative design recreated the benefits of barefoot walking with the added protection and support of a shoe. The range was an instant success which saw stocks sell out as production could not keep up with the high demand. Their surge in popularity has shown no signs of stopping, and has seen sales figures top 4 million pairs.

FitnessFootwear.com has long championed the cause of toning sandals, and has been an avid proponent of the health benefits provided by the sandals, and they are regular bestsellers throughout the spring and summer. The proliferation of toning shoes which has followed in the wake of Fitflops sandals, has seen brands catering to a wider range of activities as competitor brands occupy a different niche in the market. All brands adhere to the same principles of offering increasing muscle activity and adding more value to everyday wear.

American trainer brand Skechers was the next sensation with the development of their Shape ups range. The trainers offer exceptional cushioning and support to the feet and provide a more comprehensive walking workout. The Kinetic Wedge in the sole of the trainers promotes a more natural rolling of the foot from heel to toe. In doing so posture is improved, more muscle groups activated, and the benefits of barefoot walking replicated.

FitnessFootwear.com has seen a steady rise in sales since their introduction last year, and as support grows from the medical community for the health benefits provided their popularity is growing. Already a huge success in the USA, Skechers Shapeups improve posture, ease joint stresses and promote better blood circulation. Wide such a wide range of benefits it is likely that the current surge in sales is unlikely to abate.

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This year the brand on everyone's lips has been Reebok Easytone trainers. Catering to the more active market, and suitable for both walking and jogging, the shoes boost the value of walking and jogging by up to28%. Whilst they do not offer the same posture enhancing properties of the other two leading brands, it has not seemed to have had an effect on sales. Their toning trainers are currently enjoying a hugely successful global media campaign, which has seen sales go through the roof at FitnessFootwear.com.

The top manufacturers are already preparing for autumn and winter with a wider array of styles for the colder months to ensure that the health benefits can be enjoyed throughout the year. With an explosion of boot styles expected for the autumn/footwearwinter collections, it is unlikely that sales of toning footwear are likely let up this year.

For details of the range of toning shoes and benefits of each of the three market leading brands visit: http://www.fitnessfootwear.com/s-360-toning.aspx

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About the author:
About FitnessFootwear.com

FitnessFootwear.com is a business built on family values with a focus on excellent customer service while promoting healthy and active lifestyles through what we wear on our feet.

Every year the Hertfordshire based retailer goes from strength to strength, redefining the fitness footwear niche with an ever growing range of exciting products and brands encompassing everything from Salomon walking shoes to Reebok EasyTone trainers and a number of casual lifestyle sandals.

Free UK delivery, easy returns and our lowest price promise are just some of the many services we offer. We like to put a friendly face to shopping online, so we always aim to be within easy reach to make sure you get the answers you want quickly and easily.

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