



Spring is in the Air...

National Shoe Fitting Week: 19th March

By Jane Attard, Hopscotch Shoe Boutique, East Molesey

National **Shoe Fitting** Week
starting **19th March 2016**
www.shoefitters-uk.org



Summer is just around the corner when the new season's shoes start arriving. Crocs are generally the first to arrive. Invented in 2002 in Boulder, Colorado, originally as a boat shoe, they were not on the shelves at Hopscotch until around 2006 - a big mistake on my part as I didn't think they would sell! How wrong could I be?!

When you're on holiday this year have a look around. I bet you will see lots of little feet (and some big!), running around beaches, parks and swimming pools in these little rubber shoes. Starting at around £19.99, **Crocs are brilliant.** Cheaper copies can cause blisters so may not be worth the bother. We even have the flashing lights designs of **Frozen** and **Star Wars** in store this year... very exciting! Many new parents are loathe to buy a pair for their kids thinking they will harm the feet or that they will slip off. Believe me they won't.

This brings me onto National Shoe Fitting Week, which starts on 19th March. Whether you are buying Crocs, shoes or sandals for the coming season, we know our stuff at Hopscotch and wouldn't sell you any shoes that are wrongly fitted

Most of our children's summer sandals have Velcro fastening at the front and ankle to ensure the width is correctly fitted and the foot maximum support. There are lots of brands, designs and colours to choose from. Bobux (New Zealand) offer some lovely closed toe sandals, for first walkers and toddlers. Croatian super brand Froddo, has just introduced a beautiful traditional summer shoe in navy or fuchsia patent... it's just gorgeous! Geox (Italy) and ricosta (Germany), have some great waterproof and washable styles, and Camper (Spain) have the most incredible colours in fabulous Spanish leather. **There really is something for everyone this spring / summer whatever your taste and budget.**



£1 donation to your PTA for every pair of school shoes purchased



'Shopping at Hopscotch is so easy, I can buy shoes for all 3 of my children, in less than half an hour.'
Mrs Clayton, Chessington

- ✿ An excellent range of children's and ladies shoes.
- ✿ Professional fitting service, expert advice in a child friendly environment.

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And while you're sorting out the children's feet don't forget Mum and Dad too! Ladies comfort brand Fitflop have an amazing collection, with all the expected jewelled sandals, but also with the super loafer. This has sold amazingly in black leather, so for this summer we have navy or red canvas... so comfortable and easy to slip on and off. A real winner I'm sure.



At Hopscotch we try to be innovative and exciting. Each season we aim to expand a brand, or introduce something new, and due to the popularity of ladies Skechers go walk, we have started to sell Men's. This season's collection arrived a few weeks ago and I have already ordered more, so looks like this will definitely be continuing in the future. Men's Geox is due to arrive in March; super stylish Italian leather, styles that include a boat shoe and a lace up leather trainer.

To get your children's feet professionally measured and fitted, visit Hopscotch Shoe Boutique, 107a Walton Road, East Molesey KT8 0DR
020 8941 6718 www.hopscotchshoeboutique.co.uk
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