

Bullring Retailer Cloggs Walks Away with Drapers Footwear Award

Birmingham retailer Cloggs has picked up the prize for Best New Store at the Drapers Footwear Awards.

July 15, 2010 (FPRC) -- The 2000 sq ft Cloggs.co.uk store next to Selfridges in the Bullring opened in September 2009 and features touch screen internet terminals, which can display the full range of available stock.

The store fought off competition from fellow category contenders The Natural Shoe Store in London, Gerry McGuire's in Ireland, Lily T in Buckinghamshire, Shoefair in Northern Ireland and SoleLution in Bristol.

Cloggs.co.uk is run by local brothers Nick and Chris Thomas, with business partner Damian Scarlett. It began life as an online retailer ten years ago and now stocks more than 20,000 items, including big brands such as FitFlop, Birkenstock, Converse and Crocs.

Nick Thomas, managing director of Cloggs.co.uk, said it was an honour to win the award.

"We're ecstatic that the Bullring store has won this coveted award," he said.

"The Drapers Footwear Awards are the most prestigious for our industry so winning the Best New Store category really means a lot to us.

"The last 12 months have been tough for a lot of companies in the footwear market but there has been substantial consolidation in the sector, which has helped to lift sales, particularly for specialists like us.

"We have deliberately made our store different by incorporating many of the features of our online shop, such as free next day delivery and all the same deals and discounts.

"Our focus is going to remain on providing a full selection of seasonal footwear supported by great customer service and competitive prices."

The Drapers Footwear Awards, organised by weekly fashion trade magazine Drapers Record, recognise the best of the high street and independent footwear retailers across the country, as well as up and coming design talent. This year's winners included Ugg, River Island and The Golden Boot, with the Lifetime Achievement Award going to iconic shoe designer Terry De Havilland.

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Keywords

[FitFlop](#)

[Birkenstock](#)

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