

Cloggs Wins Top Retail Award

Birmingham based retailer Cloggs has won a prestigious Drapers Footwear Award, taking home the trophy for 'Retailer of the Year'.

June 27, 2011 (FPRC) -- Independent retailer Cloggs beat national chain Clarks to the title at the awards ceremony, which was held at London's Grosvenor Hotel. Mes Footwork, Redfoot, French Sole and high-end label Jimmy Choo were also in the running for the coveted title.

This is the second time Cloggs has been successful in the annual awards and follows on from last year's accolade of 'Best New Store' for its 2000sq ft Bullring shop.

Local brothers Nick and Chris Thomas run Cloggs, with business partner Damian Scarlett. It began life as an online retailer 11 years ago and now stocks more than 20,000 items, including big brands such as FitFlop, Birkenstock, Converse and Crocs.

"It's a great honour to have received another one of these highly sought after awards," said Mr Scarlett.

"Despite tough economic times, Cloggs has gone from strength to strength and we're proud to be putting Birmingham back on the map for quality independent retailers.

"We're constantly striving to improve our online offering and keep ahead of the pack in what is an ever changing market, so this award really does mean a lot to us.

"Over the last year we have been building up a strong online presence using various social networks. We're now very active on Facebook, Twitter and YouTube, which allow us to engage with our customers on a whole new level.

"Excellent customer service and top brands at affordable prices are going to remain at the heart of our strategy as we continue to expand."

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 footwear brand specialists and up and coming designers. Selfridges, Footwise and Spice London were among this year's winners, while Marks & Spencer, The Footings and Clarks were among those highly commended.

To browse the full range of shoes at Cloggs including the latest FitFlop Positano and the FitFlop Floretta from FitFlop, visit <http://www.cloggs.co.uk>

Contact Information

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Keywords

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