



Skechers Shape Ups –the New Fitness Shoe to Help You Shape Up This Summer

This month Skechers Shape Ups are the fitness shoe set to change the way we 'shape up' by harnessing the benefits of barefoot walking for a stronger, healthier you.

Welwyn Garden City, United Kingdom, July 18, 2009 --([PR.com](#))-- Online retailer, Fitness Footwear, who are renowned for offering the web's widest choice of sports and outdoor shoes, have been actively promoting Skechers Shape Ups since they first became available -informing their customers that these are real fitness shoes with real health benefits and not just another fashionable fitness fad.

Renown for their comfortable and affordable lifestyle shoes, Skechers have branched out into the health and fitness market with their first line of 'fitness footwear', championed by the Shape Ups trainer which combines the good looks of Skechers lifestyle shoes with the benefits of barefoot walking.

Utilising a soft foam insole and dynamic rolling bottom, Skechers Shape Ups mimic the effects of walking on soft, uneven surfaces; much in the same way as a person would walk on sand. So when walking in Shape Ups the heel sinks into the soft foam insole, then the dynamic rolling bottom rolls the body's weight forward and onto the forefoot, before pushing off with the toes.

This way of walking works more muscles in the legs, buttocks, back and core, stabilising your steps while toning and strengthening. Clinical trials showed rapid results from wearing Shape Ups for 6 weeks from weight lose to improved posture and increased muscle strength.

So if you're looking to get in shape for the height of summer, which is just 6 weeks away, take the 6 week trial with a pair of [Skechers Shape Ups](#) -available from Fitness Footwear, who offer not only the web's widest choice of sports and outdoor shoes, but the biggest selection of Skeches Shape Ups style too.

###



Contact Information:

Fitness Footwear

Adam Smith

02031674661

adam.smith@fitnessfootwear.com

www.fitnessfootwear.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/166219>

News Image:

