

# Cloggs.co.uk Launches One Day Website Discount Days



Released on: November 12, 2009, 9:08 am

Author: [Cloggs](#)

Industry: [Retail](#)

Cloggs.co.uk prides itself on offering in-season fashion footwear at incredibly competitive prices, which is why the company has been trading successfully online for nearly a decade. However, it also cares about its customers and has empathy with those that face financial hardship this year. As a result, it has taken the brave decision to introduce discount days on its website to ensure that those consumers who have had to tighten their belts this year can still afford the shoes and boots they want to buy as presents.

To take advantage of the one day discount days, all consumers have to do is visit the website on the right day throughout November and December. If they visit the website on a discount day they will find banners and promotional material advertising the tempting offer available. They then just have to note down the promotion code and start selecting the shoes and boots they want and proceed to the checkout. Once they get to the checkout they can then redeem the promotion code and the discount will automatically be applied to their purchase. It couldn't be simpler.

Whether they are looking for [UGG Boots](#) like the [UGG Bailey Button](#) or the Classic Short for their wife, daughter or sister, [Dr. Martens Boots](#) for their husband, son or brother, or something funky like the latest [Converse Boots](#) for nieces and nephews, purchasers just need to keep an eye on the website and use the offer when it appears.

Nick Thomas, Cloggs.co.uk Director stated: "At Cloggs we are all too aware of the financial pressures that face consumers this Christmas. Millions of people have had to deal with unfortunate events like losing their job, wage cuts or redeployment. Many of those are probably panicking that they won't be able to afford the presents that their friends, family and loved ones really want. Recognising this, we have taken the decision to introduce one day discount days in the run up to Christmas so that buyers can grab the presents they want at hugely discounted prices."

Despite the recession, online shopping in the UK is predicted to grow by 13.3% in 2009; accounting for 10% of the UK's total spending. Consumers are turning to the internet more and more as they realise that branded products like footwear and electricals tend to be cheaper online. It is also far easier to spot bargains from the comfort of their home, rather than trudging from shop to shop on the high street.

**About**

**Cloggs:**

With over 35 years of trading experience, Cloggs has long been at the forefront of cutting edge British shoe retail. With a focus on in season fashion footwear, quality customer service, competitive prices and an extensive selection, Cloggs.co.uk stocks over 20,000 items including its popular range of UGGs, [Fitflop Boots](#), Timberland Boots and Caterpillar Boots.

**Cloggs PR contact:**

Tricia Williams  
Online Marketing Manager  
110 - 114 Corporation Street  
Birmingham  
West Midlands  
B4 6SX  
0121 237 5528  
[www.cloggs.co.uk](http://www.cloggs.co.uk)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)