

# concession

## NEWS

### UPDATE

## PAVERS SHOES – BEST FOOT FORWARD....



Pavers Shoes are one of the leading footwear retailers in the UK and are continuing their expansion into the garden centre market throughout 2012.

Having opened their first garden centre concession in Pennells Garden Centre (Lincoln), Pavers have grown within the market and offer a unique retail format. Their shoes are presented in a way that ensures people have access to all of their stock on the shop floor, as appose to the traditional footwear format where products are kept out of sight in the stock room.

Pavers currently trade from over 10 garden centre outlets across the UK where they have enjoyed good sales in all of their professionally run and well maintained stores. The ranges they introduce are ideally suited to the garden centre customer, specifically targeting the Over-45's.

Pavers were recently featured in a [Daily Telegraph article](#) show casing their success and they are well on their way to become one of the UK's largest footwear retailers. They have continued expansion plans in place and they are always on the lookout for new nationwide, store opportunities.