

Fit Guide



About the Fit Guide

How the product fits is an important part of making the customer experience special. This fit guide is designed to help you assess types of feet and how to find the right product for your client.



Finding the Right Shoe

Every foot is different, no two feet are alike. Feet have various characteristics in the way they curve, their size and toe shape.



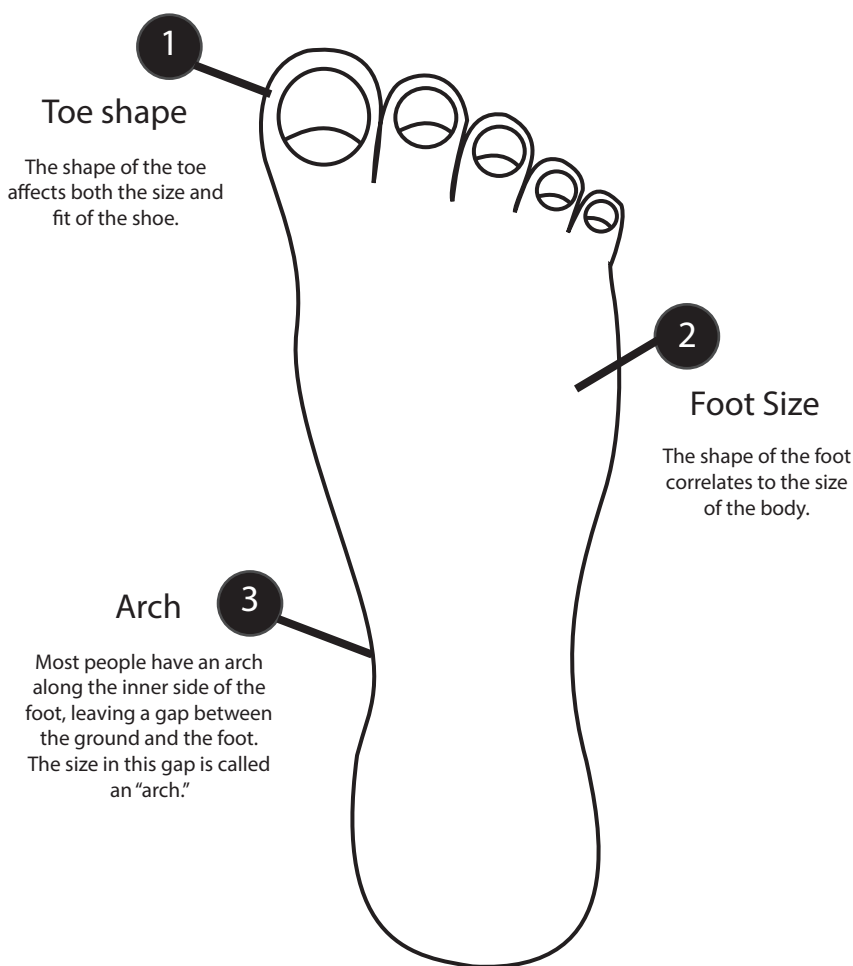
80% of the
population has
one foot bigger
than the other!

Did You Know.....

Characteristics of the Foot

Being able to properly fit a customer in a shoe first begins with determining the foot type, so that you can recommend the best shoe/boot for the client.

Three areas of the foot that will help determine your foot type:



Measuring Feet

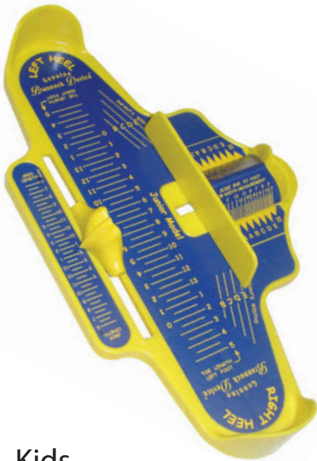
Shoe sizes and foot sizes are not the same. The foot needs adequate room within the footwear for comfort and performance.



Brannock Device

Designed in 1927, The Brannock Device® foot-measuring device is a must in all retail footwear stores. This device provides a starting point for fitting, by eliminating guesswork. The Brannock foot-measuring device will save time and allow for you to effectively service more customers, leading to greater customer satisfaction and ultimately more sales.

Measure feet
at least once
a year!



Kids
Measures from infant
size 0 to child size 5

Industry Standard



Combo
Measures men's & women's
sizes in one device

Measure
both feet!

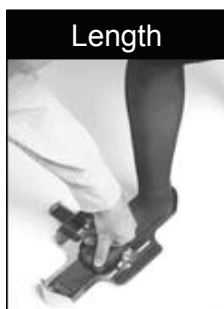
Proper Measuring Steps

Select correct device for Women, Men and Children

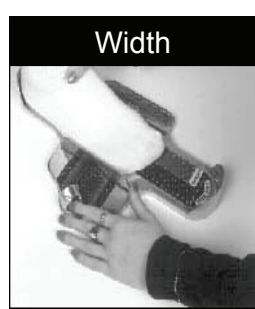
UGG Only Offers Women's B Width and Men's D Width



Have customer stand barefoot with feet shoulder width apart, parallel looking straight ahead. Place one foot in the Brannock Device. Heel should be flush against the heel cup.



Press toes flat and measure according to the length of the longest toe.



Slide the width bar to the edge of the foot. Locate the shoe size and then determine the width size according to the device.

Repeat steps for other foot!

Test Walk

Having your customer take the shoe/boot for a test walk is a great way to make sure they will be a satisfied customer. Once your customer is in the product you can discuss the many benefits and features that will help the client make that final decision.

Get your client into the product!
Have them try on at least one product for you determine if the fit is good.



Size up or down depending on how the shoe/boot fits. Bring ½ size up or down if available in that style, if not bring a full size up or down.



As the customer is trying on shoes, be sure to use these best practices as they are walking around in the product.

1. Client should have both shoes on.
2. Direct the client to a full-length mirror.
3. Bring multiple sizes for client to try on.
4. Show client other options of wearing the product (i.e. product folded down/up, pants in boot or out).
5. If client comments on a "tight fit" explain how our products stretch due to the natural skin properties or for Classics mention how the fur inside will flatten out over time.
6. Let the customer know how good the product looks on them, especially if the product compliments what they are wearing let the customer know.

Observation & Dialogue



Observe how the client walks in the shoe.



Ask questions to see if the fit is good.

Here are some examples of observations and questions for the customer:

- ❖ Is the customer having a difficult time putting on the shoe/boot? If so, offer a shoe horn for assistance or demonstrate an easier way to put the product on.
- ❖ Ask how does the shoe/boot feel? If they are trying on heels or wedges--ask are you surprised how comfortable they are?
- ❖ Observe what type of shoe the customer is wearing. Ask if and why they like that shoe. This can give you more insight as to what type of styles the customer prefers.

Proper Fitting Shoe

A shoe that fits properly has the following characteristics:



Shoe Fit Checklist



No heel slippage & toes have room

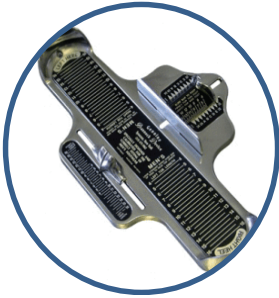


Shoe feels great/foot has support



Arch falls properly in the shoe

Tips for Good Shoe Fit



The size of your feet changes as you grow older so always have your feet measured before buying shoes.

Walk in the shoes to make sure they fit and feel right. There should be 3/8" to 1/2" spacing for your largest toe at the end of each shoe when standing up.



Your heel should fit comfortably in the shoe with a minimum amount of slipping – the shoes should not ride up and down on your heel when you walk. Make sure the ball of your foot fits comfortably into the widest part of the shoe.

UGG Classics should fit snug, not uncomfortable. The sheepskin will flatten over time which will allow for the boot to create extra room.



Customers for Life

Making sure your customer has a boot/shoe that properly fits and complements their foot type will be a customer who returns time and time again!



How will you ensure a good fit?



