

## Testimonial DUO: Pioneers of perfectly fitting boots

Saskia Wurpel, Marketing Manager BENE

### Pioneers of perfectly fitting boots

Back in 2005, DUO, pioneer and market leader of perfectly fitting boots and shoes started investigating expansion into Europe. The company was founded thirty years ago as a footwear retailer in Bath, England. Due to demand from customers on the shop floor, six years ago DUO expanded their range to include boots in different calf sizes. Today, DUO offers the widest choice of boot styles, in the most diverse range of calf sizes. Saskia Wurpel, Marketing Manager of the Netherlands and Belgium, explains this unique concept; 'We believe that every boot you own should fit your legs perfectly. Therefore our perfectly fitting boots are available in 21 different calf sizes. We also believe in choice, so we offer 33 different styles. From elegant or casual basics to trendy boots. You place your order on [duoboots.nl](http://duoboots.nl) and the boots are delivered promptly to your door!'

### Fitting angels

Recently DUO opened Fitting Rooms in London, Edinburgh, Manchester and Amsterdam – a revolutionary new shopping concept where DUO 'Fitting Angels' carefully measure a customer's legs and guide them through the full range of boots in store. They then place the order for them and boots are dispatched to the customer's address of choice. No more bulky boot bags to carry around the shops!



### European hub

Due to the success of the company, DUO opened their European hub on mainland Europe in the city centre of Amsterdam last year. Saskia says; 'Since establishing ourselves here we've grown rapidly. Within a year we now are working with a team of about 30 people. We also have our own DUO Fitting Room on the ground floor of our office building in the city centre. Our European customer service team (covering the Netherlands, Belgium, Germany, Denmark, Norway and Sweden) operates from these premises too and all our customers are assisted in their own language'.

### Stepping stone

Amsterdam's good geographic location and cost-effectiveness were the key reasons why DUO decided to locate their European hub in the Netherlands. 'In addition, it is easier to find international staff in Amsterdam' Saskia continues. 'We see this office as our stepping stone to the rest of Europe!'

