

superfit

Healthy children's feet
98%
of doctors give top marks*

For over 50 years, superfit has been developing and manufacturing shoes with perfect fit, so that children's feet develop healthily. The design on lasts suitable for children is not only preferred choice of parents and children, but is also 98% recommended by doctors.*

As a leading supplier in the European children's shoe sector, superfit draws on decades of experience in the development and manufacture of children's shoes of all kinds. They are designed on child-friendly lasts that take the anatomy of the child's foot into account and thus ensure a perfect fit. Soft materials and special construction avoid pressure points. Particularly flexible and lightweight soles allow a natural rolling movement. Innovative functionality and strict harmful-substance guidelines that go beyond market standards ensure the highest quality. And always new, cool designs inspire big and small kids alike.

superfit ensures that children discover the world on healthy feet at every stage of their development and gives parents the reassuring feeling of doing the best for their children's feet.

*The result is based on the evaluation of 342 returned evaluation forms with a given rating scale of good-moderate-bad.



FACTS AND FIGURES

- Two collections per year for indoor and outdoor shoes from sizes 18 to 42, each with around 150 models in more than 500 color variations.
- Best shoe brand in the Austrian consumer study *Marken-Monitor* by ÖGVS. Voted as one of the most popular brands of German families (study by leading German family platform „Eltern“).
- Best children's shoe brand (Footwear Today, UK study). Blue Angel eco label for numerous models.
- Around 3.9 million pairs of children's shoes sold annually.
- The superfit Environment Plan sets out a large number of sustainability measures along the entire value chain.



COOL DESIGNS FOR BOYS AND GIRLS.

Approx. 0-12 years.
For indoor and outdoor use.



FIRST WALKERS



TODDLERS



KIDS / TEENS

legero united
the shoemakers



superfit is a brand of legero united. The family business with headquarters in Graz, Austria was founded 1872 and today has around 2,100 employees worldwide. In addition to superfit also the collections for the brands legero and Think! are developed, manufactured and distributed in 42 countries.

PRESSEKONTAKT

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