

Base London launches online 'Guide To Buying For Your Man'



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Author: [Base London](#)

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Men's footwear brand Base London has indentified that buying Christmas presents for a man can be a real struggle for female shoppers. To counter the awkwardness that comes from the exchange of unwanted presents, Base London has launched an online guide to help women buy the perfect shoes for their man.



The definitive guide for the woman who needs a little help getting the right gift in the right size, Base London's online Guide to Buying For Your Man, will provide the perfect footwear solution, whether he occupies his weekend on the terrace cheering on his team, chilling out with his mates playing on a games console or being a socialite about town's hottest venues.

After three simple steps to determine the man in question's style, interests and needs, Base London will suggest a selection of formal, semi formal and [casual shoes](#) or boots to match the man's desires for gifts this Christmas, leaving the shopper with the simple task of picking from a select group of [men's shoes](#).

Base London's [Men's Shoes Guide](#) - Guide to Buying For Your Man - can be found online at www.baselondon.com from Thursday 15 October 2009.

Base London can guarantee delivery in time for Christmas day, as long as the products are ordered online by noon on Tuesday 22 December.

About Base London

Base London was founded in 1995 after a niche was spotted in the market – branded [men's formal shoes](#) for the high street. Previously consumers had the choice of own label or exclusive designer names with nothing in between.

The Base London Brand was launched at around the same time as the lads' mags hit the shelves for the first time. These provided the perfect platform to talk directly to the target audience.

Keeping in line with consumer needs, the footwear range was expanded to include more casual styles. Base London rapidly earned an excellent reputation for high quality, affordable men's designer shoes and remains market leader in this arena.

Base London has received public commendation in the form of numerous finalist nominations in the Footwear Brand of the Year category of the FHM/Drapers Footwear Brand Awards. The company has actually gone on to win the award three times - more than any other fashion brand has achieved.

For further information on Base London or this press release please contact:

Pete Winkworth
Base London Ltd
4/6 Buckingham Court
Rectory Lane
Loughton
Essex
IG10 2QZ
0208 532 5421
www.baselondon.com

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