

2021 Pattenmakers Virtual Trade Outing



14th April 2021
3.30pm – 5.30pm

www.hotter.com

Our digitalisation journey.
Join us as we take you
on a virtual tour.

Hotter.com is a digitally-led
omni-channel specialist
footwear brand with a clearly
defined, large and growing
target audience. Our product
strategy is driven by our unique
proposition of Customised
Comfort and Precision Fit.

Hotter has over 4m customers
in the UK and overseas, buying
online, through our mail order
channel and 17 targeted UK
Technology Centres.



Join our webinar to discover how we make
our shoes, what makes them different and
how we are successfully transforming to a
digital business.

hotter®

What's on the agenda?

Our transformation story with
CEO Ian Watson

A captivating insight into the end-to-end
manufacturing process

Product development and innovative
Comfort Technology

The Hotter customer and how
their behaviours have changed

To take part in this event a donation to the **Pattenmakers Company Charitable Foundation** would be appreciated – suggested donation of £10.

To book your place please email
martin@denton-house.com

Final details will be sent to those attending nearer the time.

We look forward to seeing you there!

hotter[®]



THE
WORSHIPFUL COMPANY OF
PATTENMAKERS

