

second
interview

Emma Antonello

Sales and Healthcare Professional Manager, Cosyfeet



We take a minute to get to know one of the leading figures within the independent living sector. This issue, we spoke to Emma Antonello, professional manager at Cosyfeet.

When was Cosyfeet established?

Cosyfeet was started in 1983 with a simple idea – to make attractive, extra roomy footwear for swollen feet.

The company has grown steadily over the last 30+ years and currently employs just under 80 people at our base in Street, Somerset.

Summarise what the company does and the markets it serves.

We design and sell a wide range of footwear – including shoes, slippers and sandals – all of which are specially designed for individuals with very wide, swollen or problem feet. We also sell a range of extra roomy socks and hosiery.

Our main route to market is direct to consumer through our mail order catalogue and website. However, we also sell on a wholesale basis to podiatrists and mobility retailers who find our products sit well in their clinics and stores and are popular with their customers.

Customers are mostly in the 50+ age group and within the UK although we are currently exploring overseas markets through a number of channels.

What does your job involve?

My job has two key elements. The first

is supporting our wholesale business, visiting existing stockists and helping them to maximise sales. I'm also looking at opportunities for new stockists, particularly in underrepresented areas. The second key part of my role is promoting the brand to health professionals, in particular podiatrists and occupational therapists. I attend most of the big professional conferences in the UK to showcase our products and help make sure we are the go-to brand for professionals to recommend.

What do you enjoy most about your role?

I enjoy being out on the road and meeting lots of different people. I like receiving feedback on our products that I can pass on to our product development team. It's particularly rewarding when we get

feedback that reiterates that our products can make a real difference to people's mobility and as a result their general wellbeing.

What will the business be focussing on in the next few years?

We have strong systems and operational capabilities as a business, so we will be focusing on continued growth within existing markets through the development of more technical and fashionably styled footwear. We are also looking to further explore the export market.

Outside of work, what are your personal interests?

Outside of work I enjoy spending time with my family and friends – I also like to support our local rugby team from the sidelines!

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