

## THE PERFECT FIT – WITH THE ADIDAS SIZE GUIDE

Buying shoes online is great fun – as long as you know your correct size. The Adidas size guide will help you find your size in no time.

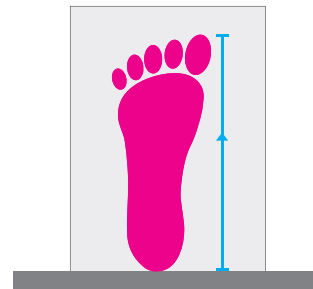
### HERE'S HOW TO GET THE PERFECT FIT

First of all, don't measure your feet in the morning. Your feet often swell during the day due to heat and activity. To get the best fit, measure your feet at the end of the day.

#### Finding your fit step by step:

##### 1. Heel-toe length

Place a large piece of paper on the floor with one end against the wall. Stand on the piece of paper with your bare feet with your heels against the wall. Make a mark on the paper where your toes end. Now, measure the distance from that mark to the end of the paper and write down the length (centimeters).



##### 2. Choosing the right size

You'll find the size that matches your measurement in the size guide below. If you're in between two sizes, it may be better to choose the next size up.

EUROPE	HEEL-TOE LENGTH	UK
36	22.1 cm	3.5
36 2/3	22.5 cm	4
37 1/3	22.9 cm	4.5
38	23.3 cm	5
38 2/3	23.8 cm	5.5
39 1/3	24.2 cm	6
40	24.6 cm	6.5
40 2/3	25 cm	7
41 1/3	25.5 cm	7.5
42	25.9 cm	8
42 2/3	26.3 cm	8.5
43 1/3	26.7 cm	9
44	27.1 cm	9.5
44 2/3	27.6 cm	10
45 1/3	28 cm	10.5
46	28.4 cm	11
46 2/3	28.8 cm	11.5
47 1/3	29.3 cm	12
48	29.7 cm	12.5
48 2/3	30.1 cm	13
49 1/3	30.5 cm	13.5
50	31 cm	14