



Justin Boots

**Who Is He?** Here's your core customer, the 18-to-65-year-old guy with callused hands and a sun-bronzed face. He's wearing a weather-beaten Resistol or Stetson hat, Wrangler or Levi's jeans that have never seen a crease (and never will). You'll find him on ranches and farms, in feedlots and honky-tonks, listening to Pat Green or Bob Wills. He's even more authentic than Joel McCrea, and his Ford F-150 pickup may be battered and dirty, but it's paid for!

**His Boot Hero?** Justin Boots is pushing its Handcrafted USA offerings this year, especially in ostrich, while the company has added a new performance outsole to its Bent Rail collection and more ostrich looks for its AQHA Q-Crepe line.

Ostrich might be an exotic, but it isn't just for tycoons. It's durable, tough, comfortable. And for honky-tonking cowboys, it looks just as great in a stall as it does on a dance floor.

**More Heroes:** Chippewa is coming out with 6- and 8-inch classic loggers in soft and steel toes. ... For wearers of Justin Original Workboots' J-MAX boots, a portion of all proceeds will go to Camp Patriot, which holds outdoor adventures for disabled U.S. veterans.

# THE WORKING COWBOY



Justin Workboots



Justin



Nocona