

FOOTWEAR

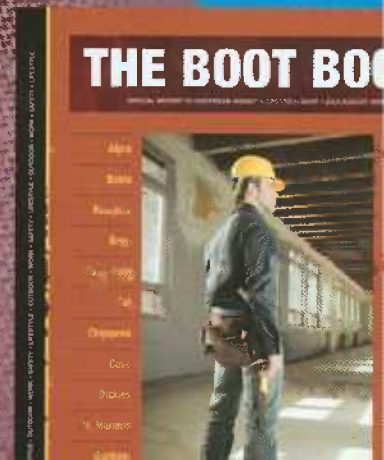
INSIGHT

TRENDS, PERSPECTIVE & ANALYSIS • A FORMULA4 MEDIA PUBLICATION

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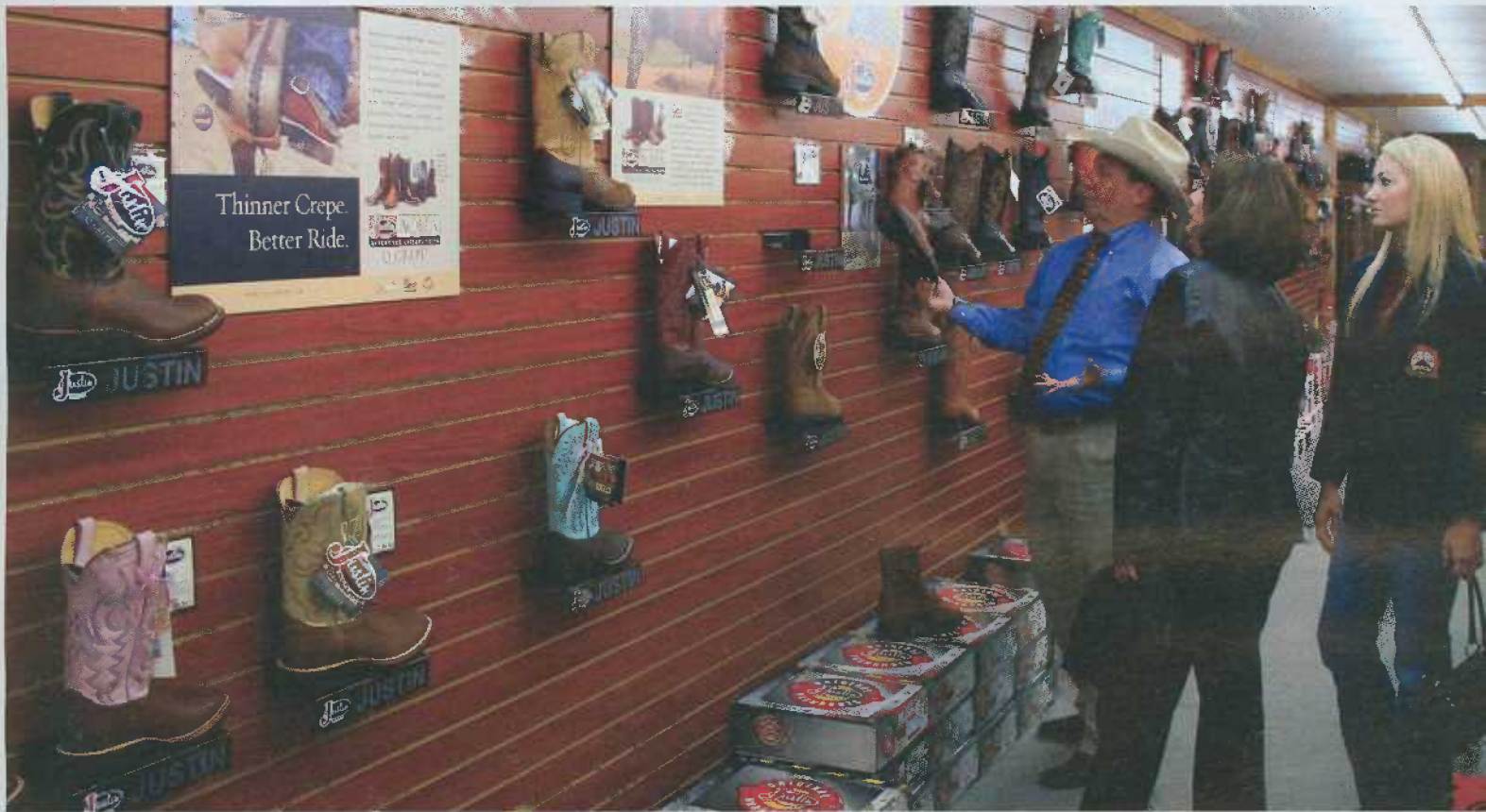
The Cure for Summer's Blues

+
Full Coverage of
the Footwear Event



Where Western Meets Work

In the 34 years that Larry Allen has been a retailer, he's worn a lot of hats and a lot of boots. After so long in the saddle, he admits that he doesn't surprise easily. That's before he teamed up with Justin Brands Inc. for a remake of the boot section of his Allen Western Wear & Saddlery in Pasadena, TX, which he likes to say is a short gallop – as the crow flies – from Houston.



Each Justin Brands' division gets its own wall space, which is decorated with posters supplied by the company.



Chippewa Boots: The new Feltzman Collection's 73165, an 11-inch chocolate pull-on, has a padded quarter, Goodyear leather-welt construction, Chip-A-Tex waterproof bootie, Smart Silver technology lining, a Texon T090 Flexwelt insole and removable cushion orthotic insert.



Little Boots: The Bent Rail Collection, which was designed to appeal to young music lovers, features a big toe box for tribal art and tattooing. With their vintage leather and scratched soles, they fit in with the grunge look popular on some college campuses. They are sold with hang tags that look like stage passes and are endorsed by a number of performers and bands, including Reckless Kelly and Wade Bowen.

Tony Lama Boots: The Lama Stars Collection, developed in conjunction with the National Barrel Horse Association, puts high comfort and high fashion in the stirrup. The innovative Lama Comfort pads make them best in show even after the event.