

Keep Your Core . . .

You know what your regular boot customers are looking for, but are other potential buyers waiting in the wings who might be encouraged to shop in your store if you carried the styles they seek?

Who He Is:

He shops in Western stores regularly. He likes the way the wooden floor sounds when he walks on it in his cowboy boots. He loves the smell of leather. Your store is comfortable and feels like home to him. He wears Western every day: cowboy hat, Western shirt, belt and jeans—and boots. You can't forget the boots.

He wants traditional style and quality—boots that will hold up through days, months and even years of working around the stable and out on the range. He wants another dressier pair that he can wear to town—boots that will make a statement about who he is.



Photo Courtesy of Wrangler

What He Buys:

• **Durango Boot**
Peanut SPR leather boot with Comfort Core insert and Flex Forepart insole.
www.durangoboot.com



• **Tony Lama**
Ostrich and calf with emerald mesa shaft, Lama Comfort Technology.
www.tonylama.com

• **Corral Boot Co.**
Black Teju lizard with glazed finish, intricate top stitch.
www.corralboots.com



• **Boulet Boot**
Vintage square toe in Kid leather with Nova Blue shaft.
(888)255-4450

• **Rocky Shoes & Boots**
Ostrich with Techno Ride performance system.
www.rockyboots.com



• **Nocona Boot**
Brown calf with tan full-quill ostrich inlay.
www.nocona.com

