

Who She Is:

She shops in a variety of stores. She's an individual, age 25 to 45, who creates her own look by mixing and matching. She'll combine the jeans she bought at a department store and the jacket she got at a discount chain with the cute boots and jewelry she's going to find at your store. She wears Western as a part of her look because it's fun and it makes her feel glamorous. She wants a pair of boots that have style and details like stiletto heels, bright colors or exotic leathers. She's willing to spend a lot of money to get them.

What She Buys:



Photo Courtesy of Double D Ranchwear



• **Tres Outlaws**
Custom mules are hand-tooled with blue metallic inlays.
www.tresoutlaws.com



• **Rocky Shoes & Boots**
Rocky Riders with Rocky Ride comfort system available in five colors.
www.rockyboots.com



• **Corral Boot Co.**
Hand-finished ostrich leg in Iris Blue with distressed goat top.
www.corralboots.com



• **Der Dau**
Two-tone ostrich and alligator skin boots are full-length.
www.derdau.com



• **Oak Tree Farms**
Secret Canyon fashion boot with fur and leather lace trim.
(805)684-6248



• **Roper Apparel & Footwear**
Leather mule with European square toe, embroidered scrolling and 2 1/2-inch heel.
www.roperusa.com



• **Ariat**
Heritage Western J-Toe with full grain leather uppers, ATS technology and Duratread outsole.
www.ariat.com

And Go For More