



While horses and horse owners are a bit sparse in downtown Chicago, Alcala's carries a small line of saddles, tack and leather products should a customer ride in.

Although the selection of Western wear at Alcala's spans many dimensions, the product mix is true to the family's heritage and includes such items as Charro hats.

Distinctive signage has been a drawing card for customers for decades.

boot brands include Frye, Justin Brands, Durango, Old Gringo, Corral and Los Altos.

While traditional Western products such as Wrangler and Levi jeans are a staple, the store also carries items that reflect a blend of urban sophistication and ethnicity. Sombreros and traditional Mexican riding clothing hang alongside loudly-colored Western shirts, predominantly in snap styles.

"Our customers are very traditional in that way," Richard said. "We've tried button shirts but they don't sell."

Scouting for products takes the Alcalas to trade shows such as the Denver Market. They also join the 120,000 people who attend the MAGIC Marketplace in Las Vegas.

While product purchased there isn't always Western per se, trendy products such as flashy belt buckles that appeal to younger people have a prominent place in the store.

In addition to tourists and customers who live in the neighborhood, Alcala's seeks out African-American customers—primarily men—by advertising on one of Chicago's leading rhythm and blues and classic soul stations. They also have a sizeable gay clientele.

The store's Web site has opened doors to buyers around the world.

The vision for the future at Alcala's is alive and thriving in the young faces dotting the store that represent the third generation of Western retailers.

Alcala's Western Wear

1733 W. Chicago Ave.
Chicago, IL 60622
(312)226-0152
www.alcalas.com
rich@alcalas.com