



“We have a new luxury collection debuting: Hornback Caiman boots. This series contains exotic hornback camian lizard boots built on handcrafted leather-soled boots with ATS technology. They’re just beautiful! Each boot is the result of a collaboration of a team of people. From the athletes who give input to the designers who translate that feedback onto paper, we’ve got a very talented group.”

Shane Johnston, Ariat International



“The Lama Stars collection is my favorite because of its great new Lama Comfort Pad technology and wonderful styling elements. I feel this will offer the consumer a new and exciting product unlike anything in the market currently. As an authentic, global Western brand we continue to expand our horizons by embracing today’s technologies to create greater awareness, especially among younger consumers.”

Mike Fuller, Tony Lama