



“Buckaroos are a category that many of our customers look to us for and we sell a lot of them. We make them with shafts in seasonal fashion colors in hopes our retailers can get add-on sales with tops they buy from Western apparel manufacturers. Our intent when we started three years ago, and still is, to be a brand where the independent Western retailers can improve their margins on quality boots.”

Bob Frazier, Twisted X



“Flirt and Crush are the cornerstones of the re-branding effort with Durango Boot. Personally, as a marketing professional, it is an unbelievable experience for me to lead the efforts of re-branding a nearly 45-year-old brand with a tremendous amount of history. We want to be the leaders, not the followers. We pride ourselves to be trend setters, in both Durango, fashion forward, and Rocky, rugged and comfortable.”

Chris Lorenzo, Rocky Brands

