



“Justin’s Bent Rail collection is made up of cutting edge styles and paired up with alternative Country to provide the young (18 to 24) a new, hip collection with a broad range of innovative styles. Justin Brands has always been committed first and foremost to its Western heritage. When consumers buy our products, they know they are helping perpetuate the Western lifestyle.”

Jamie Morgan, Justin Boot Co.

“Lucchese Cowboy and Lucchese Cowgirl are unique for a few reasons. They share our exclusive channel insole with our Classics, but we’ve included a cushion leather sock lining, performance heel counters, your choice of toe, heel and outsole for tailored fit. We focus on fit, quality and style. We like to innovate; we don’t follow. We listen to our customers and we still build every Lucchese boot 100 percent in El Paso, Texas USA.

Fred King, Lucchese

