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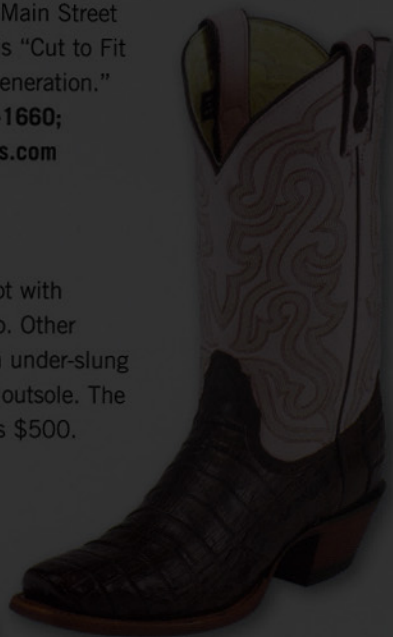
The Ultimate Buying Guide for Western & English Resources



UPTOWN COWGIRL

Looking lived-in and loved, glam and sophisticated, the Main Street collection from **Petrol** sports high-style back-pocket details such as flashy sequined smiling skulls, fancy studded crowns and even a classic fleur de lis. Other embellishments include outline and contour stitching on important seams and belt loop embroidery. Main Street is designed to provide the cowgirl comfort, flex and a no-chafe interior. With retail price points in the \$70 to \$80 range, the Main Street collection is "Cut to Fit the Next Generation."

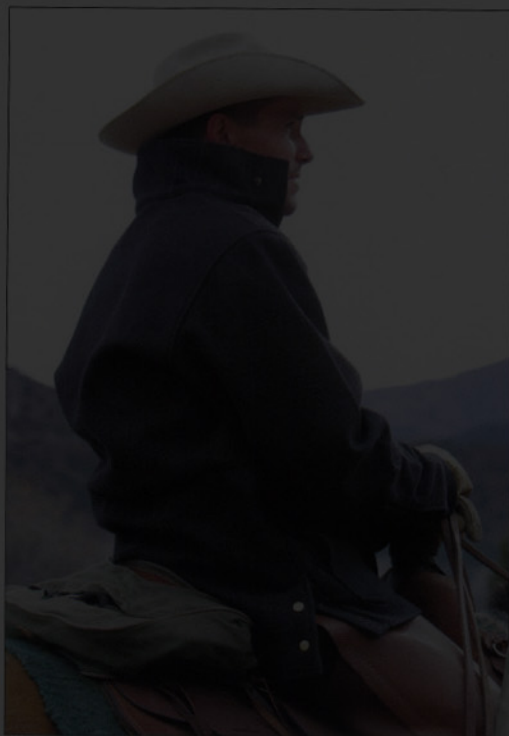
(213) 746-1660;
petrol-jeans.com



CHOCOLATE CHARMER

Nocona offers this attractive ladies' boot with a chocolate caiman foot and a pink top. Other features include a diamond-cut toe, an under-slung heel, a cushioned insole and a leather outsole. The manufacturer's suggested retail price is \$500.

(866) 240-8854; nocona.com



RANCH WARMER

Miller quality ranch wear, styled in the West for those who appreciate its proud heritage and the rugged Western lifestyle, is constructed of the finest materials. Miller Ranch provides the functionality, durability, and comfort required for long days on the range. This jacket comes tastefully done in melton wool. It is the best in construction and fit, with a classic look.

(303) 428-5696;



FAB FAUX

Scully is debuting for 2009 its new Outdoor Lifestyle line. The offerings include creative and beautiful recreations of suede and leather looks. This Ladies' Faux Shearling Jacket is trimmed in faux fur and will retail for \$109.

(805) 483-6339; scullyleather.com

GET OUT

Chippewa's Sportility collection adds this rugged 6-inch lace-up in Outrage, a heavy-duty oiled, waxed and waterproof leather. The boot has a white Vibram Alpha Plus wedge sole developed to be slip- and oil-resistant and can withstand temperatures up to 525 degrees Fahrenheit. The manufacturer's suggested retail price is \$179.

(866) 240-8854; chippewaboos.com



NOCONA BOOT COMPANY: When her brothers moved to Fort Worth, the ever-rebellious Enid Justin, who had started work in her father's shop in 1906 at age 12, stayed put, arguing that Big Daddy Joe would have wanted to keep the company in Nocona. Borrowing \$5,000, she opened a small shop with seven employees, and founded Nocona Boot Company.

In 1926, Nocona's net profits were only \$1,180, but eventually Miss Enid convinced wildcatters and cowboys that a woman could make and sell quality boots. Three years later profits had grown to nearly \$15,000. She made lace-ups for the oilfield workers, and knew the importance of publicity, staging a Pony Express race in 1939 from Nocona to San Francisco. By 1980, net sales topped the \$19 million mark.

In 1981, John Justin Jr. bought the controlling shares of the company from his aunt, and Nocona Boot Company rejoined

the Justin family. Miss Enid retired the following year at age 88, but served as honorary chair of the board and consultant until her death in 1990.

Nocona has earned a reputation for its easy fit and wide range of sizes and widths to accommodate a broad range of customers.



while Saba's other stores in the Phoenix area have more of a core Western market. Justin's heritage was a big factor in creating an entire concept store, Saba says.

"I think that's what sets the boot business apart," Saba says. "It's really important. Customers from all over the world walk in, and Tony Lama is so recognizable. They want authentic."

Allen's Western Wear, on the other hand, is located in a large industrial area, selling to a wide range of customers but is heavy on work boots and contractors.

Justin and Cavender's reached a partnership deal that resulted in the creation of a 14-by-14-square-foot Justin AQHA concept shop inside the Amarillo store, showcasing new styles and complete with a catalog kiosk.

Location is certainly a factor in creating a concept shop.

"The fact that it was the AQHA was a no-brainer for us," says Jeff Howell, Cavender's North Texas district manager and the Amarillo store manager. "I know 14-by-14 doesn't sound that large, but that's giving up a lot of space. We wanted to make a huge collection, but smaller stores could scale that down."

CASE STUDIES

Concept stores aren't unique. Lucchese Boot Company owns and

operates retail stores in San Antonio, Texas, and Santa Fe, N.M. Many boot companies have factory outlets. Levi's has 52 retail stores, 16 outlet stores and a Web site in the United States. Even Saba's has a Montana Silversmiths concept shop on its online store. Yet the "Famous Texas Boots" stores aren't owned by Justin Brands, but by retailers, while the stores-within-stores such as Cavender's AQHA shop are, obviously, staffed and run by the store, although Justin can provide employee training.

"It's innovative," Allen says, "and I think it's going to be the salvation of this industry if retailers such as myself take a look at it. We've eliminated all outside sources, brought in the best design, [Justin's] advertising, all in-store concepts of using their product, and we've put together a concept that's extremely strong."

Sales numbers prove convincing. Allen's saw a 28 percent growth during the first four months after installing its "Famous Texas Boots" program. In Amarillo, Cavender's is up 33 percent on all boots—not just sales from Justin's AQHA shop. Saba continues to see an increase in sales percentages at the boot shop.

"What took place is win-win all the way around," Saba says. "Apparel business in the other (Old Town Scottsdale) store is up double-digits, but we expected growth there after moving most

CHIPPEWA BOOT CO.: More than 1,000 miles north of Nocona, Chippewa Boot Company began in 1901 in the old lumbering town of Chippewa Falls, Wis., making—what else?—lumberjack boots.

The company soon moved away from producing only boots with hand-plugged outsole spike to help loggers roll logs to the mills downriver. By 1910, the Chippewa Shoe Company had a four-story building in Chippewa Falls that employed 175 workers, mostly women, who produced 1,200 pairs of shoes daily.

In 1984, Chippewa was acquired by Justin, giving the company a better foothold in the outdoor market with logger, motorcycle, snake,

packers, international and Wellington footwear.

"Chippewa is an outdoor lifestyle product," says Jamie Morgan, Justin's vice president of sales and marketing. "If you live the outdoors, you need to have a pair of Chippewas."

