



COWBOYS TO NOWBOYS

You learn a thing or two when you've been making boots for more than 126 years. You learn that being true to your roots means being true to everything a cowboy has ever stood for. Independence. Hard work. Dependability. A handshake you can take to the bank. It's how the West was won – and how it's still being won today, under big skies or bright lights, with a tractor or a laptop. And that's when you realize that there's a little bit of cowboy in all of us.

It's the cowboy in us that stands for something – for the something different in each of us, and the something so much bigger than all of us. It's the cowboy in us that knows in America you can go as far as your head and your heart and your feet will take you. Only in America. Or to put it a better way: Just in America.

JustinAmerica™. This is what we stand for at the Justin Boot Company. With every pair of boots we make we salute the spirit of independence, hard work and honest-to-God authenticity of the people who pull our boots on day after day. Whether they've got their cowboy on the outside or the inside, there's only one boot that fits the cowboy in all of us. Justin.

This catalog and the products and imagery in it, is how JustinAmerica™ will evolve the Justin brand – how we will remain true to our core values and yet become more relevant to a wider cross section of consumers. It's what you, our retailers, have been asking for. It's what new and old consumers will relate to. And it's something that Justin, and only Justin stands for in the marketplace. Introducing JustinAmerica™.

JUSTINAMERICA™
the boots that fit you.