

FOR IMMEDIATE RELEASE

Aussie Dogs Makes a Splash with Stylish New Rainboot Line

Durable, Fashion-Forward Collection Stuns Rain or Shine

SAN CLEMENTE, CA (February 21, 2012) – **Springtime showers bring...sleek and stylish rainboots from Aussie Dogs!** The pioneering company that helped popularize the now-ubiquitous original sheepskin boot is making a splash with its new line of durable and fashionable rainboots for women.

A must-have footwear option for soggy weather, the Aussie Dogs rainboot collection **keeps feet comfortably dry with quality-crafted rubber outsoles and uppers, nylon fabric lining and EVA foam footbeds**, while adding fashion-forward flair with **fur tops, edgy buckles, pretty patterns and more.**



And while the boots are designed to expertly function in wet conditions, their fun, feminine designs keep them in heavy wardrobe rotation, rain or shine.

For those wanting a rainboot that's a little "rock 'n' roll," the **TALL LACE-UP** (pictured upper left) channels effortless cool with a combat boot-style upper, an edgy ankle buckle and a low-sheen finish (MSRP: \$44), while the **STUDED WITH BUCKLE** brings motorcycle styling with silver or gold studs and a coordinating ankle strap (MSRP: \$49).



On the softer side, the **FUR TOPPED** (pictured lower left) features a quality faux fur topper and feminine side logo detailing (MSRP: \$39), and the **SEQUIN UPPER** adds sweet sophistication with a sequin topper and cute lace tie (MSRP: \$39).



And for those with bold style, the **SHORT WEDGE** (pictured right) doesn't disappoint with a high-gloss finish, molded shape and chunky wedge sole (MSRP: \$39), while the **SWIRL RAIN** blends a classic rainboot shape with intricate and artistic patterning (MSRP: \$39).

Available in a variety of colors, **Aussie Dogs rainboots can be purchased now in stores nationwide and online at www.aussie-dogs.com.**

Aussie Dogs Original Sheepskin Footwear is a fashion footwear manufacturer that utilizes only the highest quality materials, exceptional craftsmanship and intelligent design to create a luxuriously comfortable and stylish product. Aussie Dogs has been making top-quality footwear since 1989, and has recently expanded its product portfolio to include Aussie Girl, an affordable sheepskin alternative. Aussie Dogs and Aussie Girl products are available online and in specialty stores across the globe, including independent shoe stores, boutiques and sporting goods outlets, small department stores and action sports and outdoor retailers. Visit www.aussie-dogs.com, follow @AussieDogsShoes on Twitter and become a fan on [Facebook](https://www.facebook.com/AussieDogsShoes).

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