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FOR IMMEDIATE RELEASE

Aussie Dogs' New Sol Collection for Fall/Winter 2013/14 Brings Superior Sheepskin Boots to 'All Walks of Life'

The Sol Collection Offers Top-Shelf Materials, Manufacturing and Style at an Accessible Price

SAN CLEMENTE, CA (November 28, 2012) – [Aussie Dogs](http://aussiedogs.com), a leader in sheepskin footwear since 1989, leverages its longstanding industry relationships with quality boot manufacturers to bring its **new Sol collection** within reach for all feet, beginning Fall/Winter 2013/14.

Designed to deliver the company's signature, well-manufactured and reliable sheepskin-based boots to "all walks of life," the high-quality, fashionable and comfortable line for women and girls boasts top-notch sheepskin, cow suede and merino wool and a removable sheepskin insole in on-trend styles, at an average retail price of just \$60.

"Aussie Dogs is excited to introduce a line that raises the bar for *quality* in the affordable boot market," said Chris Watt, president. "With over 23 years of solid footing and infrastructure in the boot business, we are in the unique position to conceive of and deliver a product with the best possible design, in an unbeatable retail range."

The new Sol collection by Aussie Dogs covers all the boot bases, with categories including classic silhouettes, fashion-forward sheepskin styles, and luxurious slippers and moccasins.

THE CLASSICS

Women will appreciate the Sol Collection is beautifully constructed basics, such as the Tali boot. Coming in three heights (eight, ten and twelve inches) in classic Black, Chocolate or Chestnut hues, the **Tali** boots boast double overlapped stitching, a reinforced toe piece, cupped heel for fit and support, and removable and replaceable sheepskin inner soles to keep feet warm and cozy, season after season (MSRP: \$58 - \$67). Fun and fashionable variations on the classic design can be seen in such styles as the **Bella** (pictured above-right, Black or Chestnut, MSRP: \$90), featuring a soft, faux-fur exterior and laces extending up the calf.



FASHION-FORWARD

Even when it's cold outside, the Sol collection keeps it hot with on-trend, cutting edge designs like the mid-calf **Harper** boot (pictured left, Black or Chestnut, MSRP: \$58), featuring a flirty cork wedge sole for added height and toe and ankle buckles as flashy accents. And no sacrifices in comfort or quality are made in the name of style: external details are matched with market-leading manufacturing and materials such as the soft fleecy sheepskin and cow suede that make

Sol boots stand apart from the fray.

SLIPPERS & MOCCASINS

When it comes to kicking back, the Sol collection puts feet up in style. Luxurious boot materials converge with durable footbeds, comfortable lasts and double-stitched craftsmanship to create a slipper that holds up night after cold, winter's night. Decorative details such as leather fringe, exposed sheepskin cuffs, and colorful fabrics keep toes looking cute even while loafing. The **Nina** (Chestnut, MSRP: \$48), for instance, offers a colorful rendition of the classic moccasin profile with a multicolored woven wool toe and cow suede fringe, while the **Buffy** slide (pictured right, MSRP: \$47, Black or Chestnut) keeps it chic with a fluffy cuff and buckle.



Aussie Dogs will be showing its Fall 2013 Sol Collection at the Outdoor Retailer show in Salt Lake City, UT on January 23 to 26, 2013, booth BR612. Offering low minimums and flexible terms, Aussie Dogs will be shipping the line in August 2013. Aussie Dogs also offers numerous new styles in the original Aussie Dogs line of 100 percent Sheepskin/Pigskin boots.

For more details, images, samples or to make an appointment with Aussie Dogs at Outdoor Retailer, media may contact Holly at holly@thepressroom.com; (805) 773-1000.

Aussie Dogs Original Sheepskin Footwear, founded in 1989 and named after the Australian term for shoes (“dogs”), 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 lines 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](#).

