

Justin Boots for the Gypsy Cowgirl

A unique design goes from everyday to performance.

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Apparently the designers at Justin Boots have fallen under the spell of the gypsy cowgirls of yesteryear. The new Gypsy Collection of footwear combines a rowdy attitude with rugged, authentic details and a hip femininity.

“The Gypsy Collection joins advanced, innovative performance features for riding with fashion details that creatively--and quite successfully--pay homage to the legacy of the gypsy cowgirl,” said Randy Watson, president and CEO of Justin Brands, Inc. “We have a great team of designers and boot specialists whose outstanding line-up will make women and girls want to find their gypsy spirit.”

Vibrant colors, bold stitch patterns and a variety of leathers ensure every cowgirl finds a Gypsy Collection boot that reflects her own unique look. Available in 8” and 11” tops, these boots are performance-ready, yet perfect for everyday dress. Their tough but feminine silhouette makes them a perfect match for jeans and skirts. Confidently designed down to the last detail, the Gypsy Collection boots feature a custom cowgirl logo--pulled from the archives and unique to the collection--embedded in the outsole to make sure every gypsy cowgirl leaves her mark. And while the boots are guaranteed to look great paired with jeans or skirts, they’re also stirrup-friendly. So you can be a gypsy on horseback, too!

Just so you know you have something special, the Gypsy Collection’s custom boot boxes feature the colorful artwork of Texas artist Ralph Garrett and reflect the saucy style of the boots they carry. In conjunction with a new ad campaign rolling out later this year, Justin has launched the Gypsy Collection on the Web at www.justingypsy.com., where cowgirls can stay connected with their favorite brand’s new collection.