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**FOR IMMEDIATE RELEASE**

## WOOLRICH FOOTWEAR DEBUTS FALL 2018 WOMEN'S LINE

### Continuing an Emphasis on Waterproof and Breathable Performance, Standouts in the Range Include Hiking, Ankle and Tall Boots that Also Bring Style to Any Outdoor Activity

Portland, OR – 11/1/17 – Woolrich Footwear today announced a new range of women's boots scheduled to launch in fall 2018.

Continuing the trend of functionality and performance, coupled with versatile outdoor style, three standouts in the line include; Bly, a zippered ankle boot with fashion flair; FW Park City, a rubber shell tall boot with a 4" waterproof barrier; and new twists on the popular Rockies Collection, including the Crazzzy Rockies, a sexy, tall, waterproof boot made of leather/suede/wool .

"Intensifying our focus on Woolrich's core competency of outdoor performance and functionality brought tremendous success to the footwear brand last year," said Sean Beers, president of Woolrich footwear licensee Portland Product Werks. "The fall 2018 collection will deliver all of that and more, along with great style for the outdoorsy woman."

Performance-based materials used in the Woolrich fall 2018 women's collection are as follows:

**Crazzzy Rockies**

- Bigfoot trail compound lightweight rubber cupsole
- Woolrich wool lining, faux shearling collar
- Woolrich Comfort-Cushion molded footbed
- Seam-sealed waterproof construction, rustproof hardware.
- Waterproof leather upper (Ginger color)
- Waterproof wool shaft, leather vamp (Black and Steel colors)

This tall, waterproof boot is made of leather/suede/wool, which are durable, functional materials that will withstand the natural elements; the natural wool makes this boot antibacterial, breathable and warm. It has a zipper closure ensures this boot is easy to put on and take off. The defining feature of this boot is the lacing that twists around the shaft for a unique look. The Woolrich wool moisture-wicking lining keeps warmth in and water out. Reliable waterproofing construction keeps feet dry while a Woolrich Comfort-Cushion molded footbed that features wool's natural spring construction enables longer-lasting support and comfort. The Bigfoot Trail Compound lightweight rubber cupsole enhances performance and extends trail mileage.

**Bly**

- Waterproof oily leather
- Woolrich wool lining
- Woolrich Comfort-Cushion molded footbed

Bly is a functional ankle boot with fashion flair. The zipper enables easy slide-on and off. The boot is simple in style, easy to mix and match with any outfit, and appropriate and stylish for various occasions. These boots are made of waterproof oily leather, which increases durability and functionality to withstand the natural elements. The patterned Woolrich Wool moisture-wicking lining keeps warmth in and water out. The Woolrich Comfort-Cushion molded footbed features wool's natural spring construction, which gives it the ability to provide longer-lasting support and comfort.

**Fully Wooly Park City**

- Injection-molded thermal rubber shell boot construction
- Waterproof suede
- Wool shaft, faux fur tongue
- FullyWooly Analog insulated lining
- Seam-sealed waterproof construction
- Fully Wooly Frost Barrier footbed

These tall, rubber shell boots have a 4" waterproof barrier for long-lasting durability and dryness in the toughest weather conditions. The waterproof suede and wool uppers are durable and functional materials to withstand the natural elements. In addition, the lining has balanced thermal insulation that wicks moisture, keeping warmth in and water out, and is comfort rated to -25 F. The specialized Fully Wooly™ Frost Barrier footbed provides an additional cold weather barrier to ensure maximum comfort in severe weather conditions. The loose lacing feature enables the boots to be pulled on over a pant leg to go for a hike anytime;

the patterned or heather wool and ruching make it a unique fashion statement no matter the environment.

**Rockies / Out of Bounds Collection**

- Waterproof full-grain leather/Woolrich Wool upper
- Woolrich wool lining
- Seam-sealed waterproof construction
- Integrated full-length tongue gusset
- Wraparound lace system
- Rustproof hardware
- Woolrich Comfort-Cushion molded footbed
- Bigfoot trail compound lightweight rubber cupsole

The Rockies / Out of Bounds is a collection of functional and fashionable hiking boots. Made of waterproof leather to increase durability and functionality and withstand the natural elements, these were designed to be antibacterial, breathable and warm. The Woolrich Wool moisture-wicking lining keeps warmth in and water out, and reliable waterproofing construction keeps feet dry. The Woolrich Comfort-Cushion molded footbed, with wool natural spring construction provides longer-lasting support and comfort. The Bigfoot Trail Compound lightweight rubber cupsole enhances performance and extends trail mileage for all hiker types.

**About Woolrich**

Woolrich has been synonymous with quality outdoor clothing for nearly two centuries. The company began in 1830 when John Rich built his first woolen mill in Plum Run, Pennsylvania. What has not changed in all those years is Woolrich's commitment to quality, value, and products that fit the outdoor lifestyle. Learn more at http://www.woolrich.com.

**About Portland Product Werks**

Portland Product Werks is a premium footwear-licensing group founded in 2012 a team of outdoor industry veterans with many years of experience in the footwear industry working with brands such as NIKE, Columbia Sportswear, Sorel and Korkers. The team of industry leaders possesses extensive expertise in brand leadership, premium footwear manufacturing, brand and retail marketing, sales, and logistics. For more information, visit www.portlandproductwerks.com.

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