

COWBOY BOOTS

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CSFRST 3474

SP23



COUNTRY MUSIC

Country Music helped to popularize the country western style. A huge part of that style are cowboy boots, these are also called western boots. These boots are very popular with country artists and a few examples are Carrie Underwood, Miranda Lambert and Luke Bryan.



Left:
Luke Bryan
wearing
cowboy
boots.



Above:
Miranda
Lambert
wearing
boots.

Left:
Carrie
Underwood
wearing
boots.

TV SHOWS

TV Shows help to emphasize country western style. Outfits for the casts of shows such as Heartland and Yellowstone influence viewers with this style.

Heartland takes place in Canada but the whole vibe of the show is country western, and Yellowstone takes place in Montana on a ranch.

The wardrobes of these shows are very country western and a main feature is cowboy boots.



Above:
Yellowstone castmembers wearing boots both on and offset.

Left:
Amber Marshall, who plays Amy Fleming in Heartland, wearing boots in the show and on set.

SOCIAL MEDIA PLATFORMS

Social Media platforms such as Pinterest and TikTok influence many different age groups. There are many different videos on fashion TikTok of how to style cowboy boots, and influencers who live on ranches and have boots themselves and show them off on TikTok.

<https://www.tiktok.com/t/ZTRvdCuLe/>
<https://www.tiktok.com/t/ZTRvdPM1S/>
<https://www.tiktok.com/t/ZTRvdAQAH/>
<https://www.tiktok.com/t/ZTRvdmcaD/>

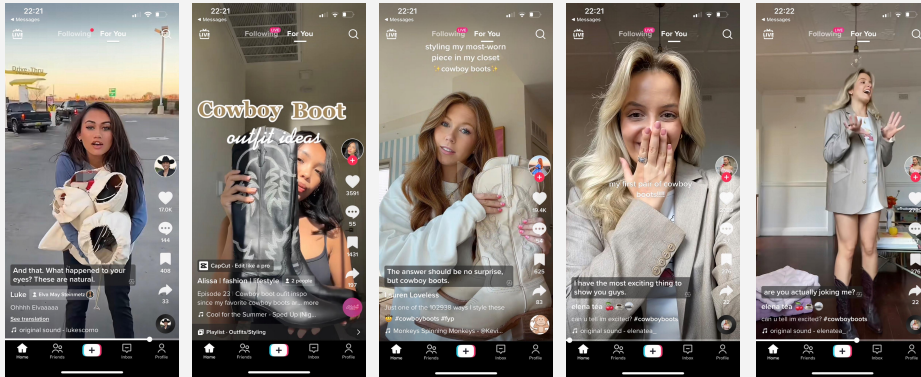


Above:

Pinterest examples of cowboy boots, just a few that I have saved to my own shoes board.

Left:

Links to TikToks about cowboy boots, styling them and people who wear them.



WHAT ELSE

“Overlap Trends”: Flare and Bootcut Jeans, Belts for jeans, hats - usually felt or straw Stetson style, and midi dresses. These are just a few categories that are impacted by cowboy boots. Boots will drive sales for bootcut and flare jeans as these fit over the leg of the boot and midi dresses and they can create a boho outfit look. They will also drive belt sales as belts will be needed for jeans. With hats, these just help the country western style look.



Above:
Midi dress
examples.

Left:
In order - hat,
belt, jeans; hat
and jeans;
belt; hat.

COMMERCIAL VALUE

Ariat boots images and prices are what I am going to use as an example alongside Altar'd State as they are both well known western brands. Altar'd State could add 5 boots in a similar style and add a decent amount of profit. Altar'd State prices currently range from \$69.95 to \$249.95.

While Altar'd State already has a good selection of boots they are all more for dancing not many for working and I feel by adding some, like they have at Ariat that could also be used for working, they could really increase their profit.

For 1 Store:

Total Revenue: \$69,787.50

Total Profit: \$47,987.50

For all (128) Stores:

Total Revenue: \$8,932,800.00

Total Profit: \$6,142,400.00



Wholesale: \$50

Retail: \$159.95

Units: 50

Revenue: \$7,997.50

Profit: \$5,497.50



Wholesale: \$52

Retail: \$165.95

Units: 50

Revenue: \$8,297.50

Profit: \$5,697.50



Wholesale: \$84

Retail: \$269.95

Units: 50

Revenue:

\$13,497.50

Profit: \$9,297.50



Wholesale: \$94

Retail: \$299.95

Units: 50

Revenue: \$14,997.50

Profit: \$10,297.50



Wholesale: \$156

Retail: \$499.95

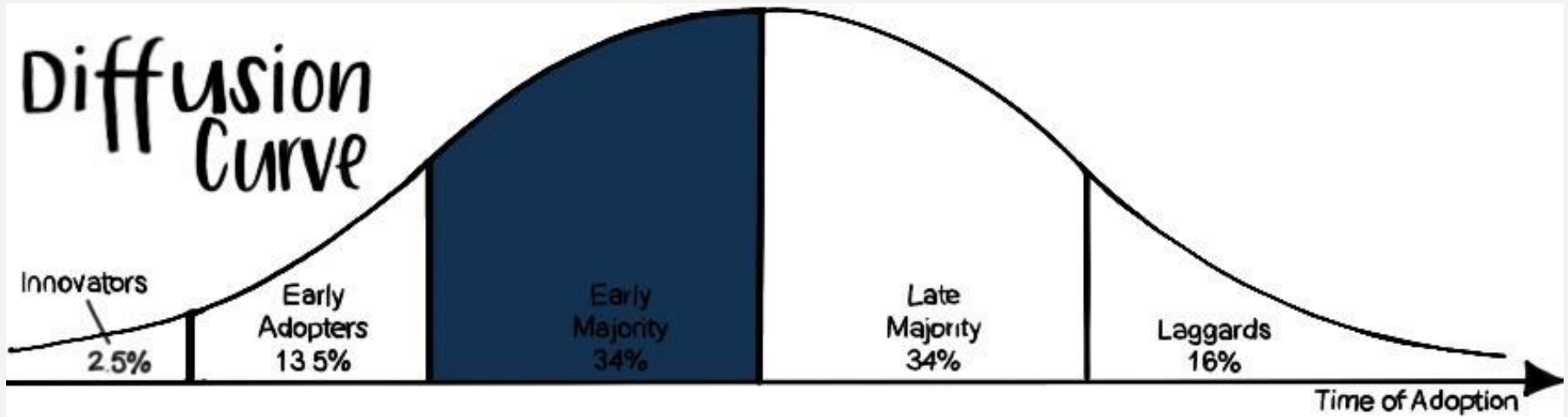
Units: 50

Revenue: \$24,997.50

Profit: \$17,197.50

LIFECYCLE ADAPTION

In current fashion, I believe that cowboy/western boots are currently in the early majority. They are seen in a certain part of the music and pop culture scene but not “mainstream”. Also not many people have even picked it up but if you go country line dancing, it is a common thing to see. It is a mainstream thing in some areas of the country but not others.



CITATIONS

<https://www.pinterest.com/pin/407998047482358456/>
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<https://www.altardstate.com/as/accessories/shoes-%2B-sandals/boot-s-%2B-booties/>