

CAT WOMEN • This brand is equated with masculine toughness and tractors, but the brand has been selling shoes in Europe that are the perfect for the "the cool, tough confident chick," according to global marketing head Jen Reeves. The line features the directional Code collection as well as shoes under the Cat label. Cat will sell select styles for Fall '12 with the major launch targeted for Spring '13.

3



BOGS • Outdoor boot maker Bogs is thriving since its acquisition by Weyco Group earlier this year. The acquisition has provided Bogs with stronger in-stock capabilities and has allowed company principals to invest further in product development. For this past fall, Bogs debuted a line of leather upper shoes for women in which a neoprene bootie is stretched over an aluminum last and then put through a vulcanization process. Similar men's product has been added for Fall '12 and the company is also looking at expansion into the industrial market.

4

