



Bogs SS15 Product Line *as seen in*



Bogs Footwear debuts the brand's first ever sandal collection for spring 2015 on display at this month's Summer Market Outdoor Retailer show in Salt Lake City, August 5-9, 2014 (booth 123).

- July 2014

Bogs Footwear Steps Into Sandal Market With Spring 2015 Collection

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Bogs Footwear debuts the brand's first ever sandal collection for spring 2015 on display at this month's Summer Market Outdoor Retailer show in Salt Lake City, August 5-9, 2014 (booth 123). In addition to a range of sandals, Bogs will also introduce new styles in hiking boots and casual shoes, showcasing the company's continuing expansion into new categories to service more markets. Many of the spring 2015 styles utilize innovative Bogs technology such as Rebound for responsive cushioning, DuraFresh biotechnology to fight odor, and BioGrip outsole for superior traction. Says Bogs Director of Marketing, David Cook, "Bogs is a company that was built on technology. Over the years, we have found that our commitment to innovative footwear technologies can serve a wider market than the agricultural businesses that are at our roots. We are excited to put this expertise into our new sandals and casual shoes for spring 2015 and we think the new line is an incredible combination of style and function." Bogs will showcase its Spring styles for men, women and kids in booth #123 through August 9. Bogs will be featuring new colors and prints in their beloved rubber boots alongside their new leather, canvas, and suede footwear styles. The new Bogs Spring/Summer 2015 collection highlights include: Hudson Leather Flip Flop (for men and women, MSRP \$35). The Hudson Leather Flip Flop's soft leather footbed and 100% Rebound outsole provide amazing comfort. The Hudson Leather has an upper made of 100% waterproof nubuck. Todos Sandal (for women, MSRP \$90). The Todos Sandal has an upper made of full-grain leather with soft leather lining. Rebound technology in the midsole provides lasting comfort. The Todos' attractive colorways and modern straps make this sandal a style-standout. Todos Lace (for men, MSRP \$75). The Todos Lace has an upper made of suede and canvas with sleek tonal coloring. With Bogs Max-Wick, Rebound, and Durafresh, this shoe is as stylish as it is comfortable. Bend (for men and women, MSRP \$120). Bogs' new Bend hiking boot offers a lightweight, breathable option for the trail. It's crafted with nubuck leather and breathable mesh as well as Bogs Max-Wick and DuraFresh to move sweat away and keep odor at bay. With Rebound in the outsole, hikers can be assured of all-day comfort. About Bogs: Bogs is built on a legacy of enduring comfort. Our roots go back to providing Oregon farmers with the functional shoes to weather the harsh conditions of the Pacific Northwest. Our vision has evolved to deliver our technology of enduring comfort to the casual outdoor consumer. In Bogs, we guarantee that you will work, play, and live better. For more information about Bogs, please visit www.bogsfootwear.com, "like" us on Facebook at www.facebook.com/bogsfootwear or follow @BogsFootwear on Twitter.

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