

Subject:

Hi XX,

Among the hottest trends we've seen this year is the rise of the cowboy boot across all genres of fashion. This timeless footwear classic is storming social scenes and storefronts near you, and Twisted X Global Brand's Black Star and Twisted X have been leading the movement since their inception.

For the rugged cowboy, [Twisted X](#) creates comfortable, handcrafted high-quality footwear with unparalleled design and cutting-edge comfort technologies. Coming Fall 2022, Twisted X is launching the next generation of its [Tech X™](#) footwear line featuring revolutionary patented CellStretch® Comfort Technology in a boot like no other.

For the stylish cowgirl, new brand on the block [Black Star Boots](#) is recognized as a high-fashion western lifestyle brand born from the desire to create well crafted, high-quality western boots for those with a cowboy spirit. Black Star's newest collection launches Fall 2022, and will feature a modern, elevated take on the classic cowboy boot unifying luxurious suedes, high-quality leathers, intricate stitching and ultra-modern CellSole® comfort technology.

Twisted X and Black Star are pushing the boundaries of innovation and comfort while elevating the western footwear industry to greater heights. Would either of these companies fit into any of the content you're working on?

You may view more information on the Twisted X and Black Star product launches below:

- [TWISTED X® FURTHERS WESTERN INNOVATION WITH NEXT GENERATION OF TECH X™](#)
- [BLACK STAR BOOTS UNVEILS NEW COLLECTION COMBINING WESTERN STYLE WITH COMFORT INNOVATION](#)

Thanks,