

BLACK ★ STAR®

BLACK STAR BOOTS UNVEILS NEW COLLECTION COMBINING WESTERN STYLE WITH COMFORT INNOVATION

*PREMIUM MATERIALS AND CLASSIC SILHOUETTES HONOR LONG STANDING PRODUCTION
TECHNIQUES WITH A MODERN TWIST*



DECATUR, TX, Sept. 6, 2022 – Black Star Boots, a [Twisted X Global Brands company](#), is proud to announce the release of its newest collection of women’s cowboy boots. The announcement follows the company’s recent rebrand, drawing the brand closer to its western roots.

Recognized as a high-fashion western lifestyle brand, Black Star was born from the desire to create well crafted, high-quality western boots for those with a cowboy spirit. Designed in Texas and crafted by skilled craftsmen in Mexico with decades of experience, Black Star Boots are made to honor the heritage of the west and those who have stepped before us.

“This collection captures the timeless style of western footwear with a hint of today’s fashion influences to create the perfect blend of western wear and upscale fashion,” said Prasad Reddy, Twisted X CEO. “Our pride is in our product and our mission continues to focus on creating quality footwear without sacrificing style for comfort.”

Set to launch in Fall 2022, Black Star’s newest collection will feature a modern, elevated take on classic styles. The line unifies the everlasting sophistication of smooth suedes and luxurious high-quality leathers with intricate stitching and ultra-modern CellSole® comfort technology to create six brand new styles.

- **Addison:** A perfect choice for those who keep their style simple, yet significant. The silky leather suede and western-influenced tones make the Addison a versatile addition to any cowgirl’s collection. Available in Black, Taupe and Shiitake.
- **Hope:** Designed with clean lines and modern features, this no-frills bootie is sure to turn heads wherever you go. Your hopes and dreams might just come true with the Hope bootie. Available in Blush Pink and Shiitake.

- **Matador:** Grab life by the horns and release your wild side in this bold Matador bootie. This sleek style is as comfortable as it is bold and will provide you cloud-like comfort all day long. Available in Cherry.
- **Pearl:** The Pearl is the queen of gems, and the gem of queens. The same can be said about this Pearl boot; the sleek ivory profile will make you dazzle like the queen you are. Available in Ivory.
- **Sierra:** Made for those who let their style shine bright. The Sierra combines style and comfort you have to feel to believe. Available in Dusty Turquoise.
- **Victoria:** Every cowgirl needs a pair of red boots in her closet, and you can't go wrong with the Victoria. Whether you're heading to a concert, rodeo or dinner with friends, the Victoria boot is sure to be a wardrobe staple. Available in Cranberry.

"Black Star has produced high-quality western boots since its inception and continues to pay tribute to the historic artistry of those that have come before us through quality craftsmanship and western pride," said Clayton Smith, Twisted X senior director of sales. "We are thrilled to share this new collection of boots that honors the heritage of the American West."

To shop the new line and discover your inner cowboy, visit www.blackstarboots.com. To learn more about Twisted X Global Brands' continued growth, expansion and leadership in the western-wear industry, visit www.twistedxglobalbrands.com.

About Twisted X Global Brands

Twisted X Global Brands, the home of Twisted X, Twisted X Work, Black Star boots, CellSole and licensed brand Wrangler Footwear creates comfortable, handcrafted footwear for men, women, and children across the lifestyle, western, work and outdoor categories featuring patented CellStretch® comfort technology. To learn more about the brands, footwear innovations, philanthropy and sustainability efforts, visit www.twistedxglobalbrands.com.

About Black Star Boots

Black Star boots, the leader in high-fashion western wear, was born from the desire to create well crafted, high-quality western boots for those with a cowboy spirit. Each unique style blends luxurious leathers, intricate stitching, and unparalleled comfort technology. Proudly handcrafted in Leon, Mexico, Black Star boots feature patented CellSole® footbeds, to ensure unparalleled comfort in addition to high fashion design. To learn more about their footwear and mission, visit www.blackstarboots.com.