



**Ariat takes a further step to a more sustainable future, partnering with
The Boot Repair Company.**

Ariat has built its reputation over 30 years on making quality footwear and apparel with a focus on innovation, quality and durability. To support its sustainability journey and bring new life to its consumers most loved footwear, Ariat is delighted to be embarking on a partnership with the Boot Repair Company. Whether on the yard or in the field, Ariat boots are worn with love and can now be repaired and revitalised to extend their life. Offering customers a trustworthy boot repair service outside the usual warranty, boots will remain on top form with every step.



With artisan workshops in both the UK and the Netherlands and over 120 years of boot care experience, there's no company quite up to the job like The Boot Repair Company. Its journey began as two family businesses, renowned in Newcastle Upon Tyne with long-standing reputations for excellence in boot, shoe and leather repairs. From making and repairing boots for the Ministry of Defence to servicing the Queen's Guards drill boots. The Boot Repair Company have established themselves as the go-to repair experts for global footwear brands and respected institutions worldwide.

The new repair system will create greater choice for Ariat's retailers for a case-by-case basis. From time-to-time, footwear goes through wear and tear and Ariat wants to offer choice to its consumers. In the case of a faulty pair of boots, the customer should share any issues with the retailer. The retailer will then either replace the boots like for like, or send them to The Boot Repair Company. If they choose to repair, the customer can simply post their well-loved footwear to the Boot Repair



Company, via a provided link, and receive them back, good as new, within three weeks taking a more sustainable step from the current replacement model. Any boot repair will be free of charge for those in warranty.

Ariat has also made these steps to also ensure its loyal boot lovers can keep their favourite pair going stronger than ever, no matter how many years they've had them. The Boot Repair Company's expertise will allow for the likes of zips, soles and stitching to all be mended and made good as new.



As a brand with a love of the outdoors, Ariat wants to make every effort to protect the planet, the animals, and its people. With the goal of being as sustainable as it can, Ariat's utilising initiatives across the business, from using recycled bottles in apparel to its H2Lo denim styles which use 50% less water than the typical method. The Boot Repair Company relationship is yet another step in the direction of sustainability, and one that will also directly benefit Ariat's family of loyal customers.

About Ariat Europe

Ariat is committed to building a different breed of company, one that reflects our core values as a team and those of our consumers. Its company values have shaped its success since 1993 - a commitment to innovation, quality, integrity, teamwork and respect.

Ariat believe its values are what set it apart and have helped build Ariat into a leading Equestrian, Outdoor and Work brand around the world. Product quality is non-negotiable, and so is its collaborative culture and giving back to the communities we serve.



For any further information, please contact ariat@littleredrooster.co.uk.