

## VIBERG BOOT • NEWS RELEASE

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### **Viberg Boot launches the “Street Collection”, their exclusive Japanese line, selectively available.**

Made exclusively for the Japanese fashion market, Viberg has taken its new “Street Collection” abroad. Now available in select boutique stores in Asia, Europe and North America the “Street Collection” offers our most celebrated models with options of premium specialty leathers, unique thread colours and sole variations. It’s a way to make a statement feet first.

“We have had the opportunity to refine our quality and attention to detail by stepping more into the fashion market”, says President, Glen Viberg.

A family tradition for 3 generations Viberg Boot manufactures stock and custom boots for industry, recreation, and fashion. Since 1931 we’ve maintained our reputation by using only the best materials, sourced worldwide, and using the time honoured hand tested methods of skilled craftsmen. From grading the hides to polishing the finished product and all the 218 steps in between we are proud to have the toughest boots made - 100% all leather and hand made in Canada!

Hand crafted the same since the first boot built.

Contact: Brett Viberg 778.882.9515 [brett@workboot.com](mailto:brett@workboot.com)



VIBERG BOOT MANUFACTURING LTD

662 HERALD STREET, VICTORIA, BRITISH COLUMBIA, CANADA V8W1S7 TEL: 250.384.1231 FAX: 250.361.9372 TOLL FREE 1.800.663.6388 [www.workboot.com](http://www.workboot.com)