

WE ARE THE MARKET

Welcome to We Are The Market, a news, style and fashion-centric culture blog brought to you by fashion branding consultancy BPMW. Our eagle eyes are fixed on the progressive, footwear, streetwear and contemporary markets and we're rounding up what's hot right now, right here.

Live From Compass: Chippewa Boot Company

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Among the many heritage brands showing this season at Compass, Chippewa Boot Company is perhaps one of the oldest, with a history that stretches back to 1901. Always emphasizing American-made products, Chippewa prides itself on placing just as much importance on the function of its boots as on the aesthetics. Durable and tough, the boots come in a wide variety of styles, from motorcycle to logger boots. At Compass, standouts include an El Paso-made engineer boot in contrasting leather (shown at left), and a Vibram-soled logger boot manufactured in Missouri.



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