

J. Mendel and Hunter Boot Launch Exclusive Collaboration



Released on: November 09, 2012, 12:20 pm

Author: **QueryClick Ltd**

Industry: [Apparel & Fashion](#)

November 09, 2012, 12:20 pm -- /[EPR NETWORK](#)/ -- The two iconic brands have joined forces in a special collaboration to produce the most elegant and glamorous of wellington boots, which will be exclusive to customers in North America.

The luxury fashion brands, J.Mendel and Hunter Boot have come together to create a new wellington boots collection that will showcase the look and feel of J.Mendel's classic designs with the timeless functionality of Hunter Boot. This collaboration, which combines the unexpected embellishment of the classic Hunter welly boot by J.Mendel has resulted in a stunning collection that perfectly reconciles form, function, ornament and use.

Susan Sokol, President and COO of [J. Mendel](#) explains: "Hunter Boot, like J. Mendel, is a brand that combines a strong European heritage and reputation for quality with modern-day relevance. We are therefore delighted to be part of this collaboration, and thought it would be a fun, innovative way of showcasing the expertise that J. Mendel is known for."

J. Mendel and Hunter Boot's new collection is comprised of three styles. A modified design of the iconic Hunter Boot, which will be available in either black or white rubber, and a shorter black motorcycle version of the boot. As part of this

unique collaboration, each and every pair of [rain boots](#) in this exclusive collection will also feature a signature gold J. Mendel ankle buckle and luxurious trim detail.

Wendy Svarre, CEO of [Hunter Boot](#) North America, comments: "As the luxury boot among wellies, it's only natural for Hunter to work with J. Mendel, bringing together high fashion and function in an exciting new way."

With prices beginning from \$585 for the classic black boots, to \$795 for the white version, the collection will be available at leading department stores such as Saks New York and Nordstrom's, as well as top-tier speciality stores such as Kirna Zabete. Arriving in stores November 2012, the J. Mendel for Hunter Boot collection is also available at <http://usa.hunter-boot.com/shop/womens/footwear/fashion-rubber>, as well as on the new J. Mendel e-commerce site, which is due to launch this Fall.

About Hunter Boot

Renowned for their fit, comfort, performance, and British design, Hunter Boot Ltd can trace its origins back to the setting up of the North British Rubber Company in Scotland in 1856. The Original wellington was first introduced in 1956 and the hand crafted process of manufacture from 28 individual parts has changed little since. Now offering a wide range of footwear, accessories and outerwear, Hunter's original values of quality, durability and style are embraced by fashionistas and country aficionados alike, in over 30 countries worldwide.

For further information please contact:

Tara Hannert

VP of Global Communications

J. Mendel

463 7th Avenue

New York, NY 10018

Tel: 212 967 6260 ext: 44

thannert@jmendel.com

Amanda Garcia Santana

Linda Gaunt Communications
72 Madison Avenue, 9th Floor
New York, NY 10016
Tel: 212 810 2894 ext: 109
amanda@lindagaunt.com

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