



# Allen's Shoes – The Only UGG® Australia Concept Shop In New Jersey

## A look back at 25 years of Sheepskin

The UGG® Australia story began in 1978, when Brian Smith, a young surfer from Australia, took a trip to the United States with a bag full of sheepskin boots. After finding a new home amongst California surfers, the UGG® Australia brand began to take shape.

Deckers Outdoor Corporation acquired UGG® Australia in 1995. By 1998, the product line had grown to include two boots, four slippers, and a few casuals. It was in 1998 that UGG® Australia brand first stepped up alongside the world's finest luxury footwear brands. UGG® Australia was positioned as a high-end luxury brand, made evident by a premium distribution strategy and high-end fashion marketing and communications.

The business continued to grow steadily as UGG® Australia reached beyond the beaches of California to New York City - and beyond.

In 2003, UGG® Australia was named Footwear News' "Brand of the Year" and was responsible for the creation of an entirely new category of footwear. From that moment on, sheepskin footwear would be seen on the runways in Milan, Paris and New York; and it all began on the beach in Australia.

Besides being stylish and a fashion "must-have," UGG® Australia shoes were initially designed for one basic purpose: the warming of cold feet. But they are also known for their incredible comfort and if you own a pair, then you know exactly what I mean. You will now find UGG® Australia boots on the street as often as they appear on the beach or ski resort. Popular with celebrities, you can wear them with everything from shorts and trousers, to skirts and dresses.

When purchasing your next pair of UGG® Australia shoes be sure to visit an UGG® Australia concept shop. Allen's Shoes is the first and only UGG® Australia™ concept shop in New Jersey. There are several benefits of making your purchase here. For one thing, this store carries a larger inventory of UGG® Australia products including accessories, vests and children's footwear. Best of all, they stock unique limited edition products that are only available at a concept shop. You will find the staff to be well trained and especially knowledgeable. They will ensure your shoes have the right fit and let you know about the proper care of your new UGG® footwear.

### Why buy UGG® Australia?

UGG® Australia is the world's largest purveyor of grade -A sheepskin. The difference in purchasing grade-A sheepskin is that it is extremely dense and soft, which provides for a more comfortable and durable material. Lesser quality material and synthetics can be coarse, scratchy and non breathable. Grade-A sheepskin breathes naturally, wicking away moisture and allowing air to circulate freely so your feet stay nice and dry. Sheepskin is also naturally thermostatic, thus keeping bare feet close to your natural body temperature regardless of the temperature outside.

Remember to only buy your UGG® footwear at an authorized UGG® Australia dealer. There is a complete listing on their website as well as information on how to avoid purchasing counterfeit products.



The vest shown is only available in this area at Allen's Shoes.



Allen's is conveniently located at Garden State Parkway Exit 36 and has plenty of parking in front of the store for your shopping convenience. Stop in and visit, we promise you will be happy you did!



Monday - Friday 10 - 7:45 pm, Sat: 10 - 5:45 pm, Sunday 11 - 4:45 pm.