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## **SARAH DARLING LENDS HER DESIGN VOICE TO ICONIC DURANGO BRAND**

NELSONVILLE, Ohio – Durango has tapped singer-songwriter Sarah Darling to lend her voice in a different way than usual; the longtime Durango brand ambassador has designed a capsule collection of western fashion boots for the iconic brand. In time for Holiday 2014, Durango will add two distinct styles, designed by Sarah, to its “Crush” line of footwear.

“Sarah has been such an incredible brand ambassador for us and her personal style really resonates with our consumer,” said Amber Vanwy, Marketing Manager for Durango. “These styles are flirty, fun and feminine; they are the perfect mash-up of Sarah’s whimsical style and Durango’s playful attitude toward fashion.”

In the midst of her busy performance schedule, Sarah traveled to Nelsonville, Ohio, home of Durango, to work directly with designers to infuse her own voice into the designs, including bright colors and Sarah’s autograph stitched into the lining.

“When I look my best, I perform my best!” states Sarah Darling. “Durango makes me feel beautiful and confident wherever I go! Getting to design my own boots is a dream come true! It’s an amazing feeling thinking of other ladies walking around in a Darling Original!”

The Sunflower Slouch boot in Sandy Brown is an easy-to-wear boot with a covetable, worn-in look. Its sturdy 2 ¼” heel and cushion-flex insole will keep feet comfortable at a weekend music festival or a night spent dancing down Broadway. The Darling Coral boot is tall classic western boot with a twist. The 14” shaft features bright coral-colored accents on brown leather and a 2 ¼” heel. Both styles designs are currently available for pre-order at [www.durangoboots.com/darling](http://www.durangoboots.com/darling).

Every detail, down to the advertising campaign, has Sarah’s Nashville roots stamped on it. The campaign features Sarah wearing the boots at iconic Nashville locations, such as the famous honky-tonk, Robert’s Western World, against the city skyline highlighted by the “Batman Building,” and along Broadway, the heart of Nashville’s country music scene.

### **About Sarah Darling**

From her frequent national TV appearances, to the launch of her new line of boots with partner Durango, to the success of her French macaron company, “Sweet Darling Patisserie,” and a robust touring schedule, Sarah Darling is a very busy young woman! Her July 18th appearance at the Grand Ole Opry marked her 60th appearance on that historic stage since her debut just three years ago. It was also the night Country Superstar, Brad Paisley paid tribute to her by performing a duet of “Whiskey Lullaby” with Sarah that brought the house down.

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# DURANGO®

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Recent radio success with singles, "Home to Me," and "Little Umbrellas" solidified the Iowa native as one of country's music's breakout performers and elite vocalists. Called "a sophisticated songwriter with a crisp, powerful voice" by *The New York Times*, Darling pairs her uncanny knack for songwriting with her passion for performing on stage. She's been tagged "Nashville's Darling" by Music City's Convention and Visitors Bureau, and since her appearances on *RISING STAR*, the term "America's Darling" has been used to describe her.

### **About Durango**

Founded in 1966, Durango Boot® manufactures and markets quality-crafted western and fashion footwear for men, women and children. It is a division of Rocky Brands, a publicly traded company on NASDAQ® under the symbol: RCKY. For more information visit [www.durangoboot.com](http://www.durangoboot.com).

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