

# 05

## THE BUZZ



Shoes for Crews

Wisconsin. They are operated under UFCW 688 and 717. — Vicki M. Young

### NOW ON BOARD

After filing for bankruptcy and obtaining new ownership in the spring, Shoes for Crews is setting the stage for future growth. The safety shoe provider last month announced several changes to its board of directors, including the appointment of seasoned Wall Street investor Jame Donath as chairman. Additionally, Shoes for Crews president and chief executive officer Donald Watros will rejoin the board, where he will serve alongside retail and footwear veteran Chris Quinn and former Under Armour executive Colin Browne. Watros said in a statement, "We're excited to enter the next phase of Shoes for Crews with our talented new board to continue to innovate in the slip-resistant and safety footwear space." — Jennie Bell

### THE RIGHT RECIPE

Since launching four years ago, Snibbs has expanded its product line to include five different vegan shoe styles — and it's also strengthened its focus on the culinary industry. In early December, Snibbs will launch a collab with L.A.-based culinary

brand Hedley & Bennett for a special version of its Orbit shoe. Coming up next year are all-new designs with star chefs like Nancy Silverton of Osteria Mozza and Chris Bianco of Pizzeria Bianco. Snibbs shoes can already be found on the feet of celebrated chefs including James Beard Award-winning "Best Chef in California" Lord Maynard Llera and Pasjoli's Dave Beran, who trained actors for "The Bear." — J.B.

### PLAY MAKER

Ariat International signed a multiyear deal with NFL star Brock Purdy this fall. The San Francisco 49ers starting quarterback will serve as a brand ambassador for the Western and work shoe and apparel company in a series of television and social media campaigns that will live

online and in its brand shops across the U.S. According to Ariat, Purdy's underdog journey from last pick of the NFL draft to top quarterback makes the athlete a perfect fit for a brand that emphasizes hard work and commitment. — Shoshy Ciment



Brock Purdy

### STATE OF THE UNIONS

Weinbrenner Shoe Co. has reaffirmed its support for unionized trade contractors. The parent company of the Thorogood footwear brand broke ground in September on a new state-of-the-art facility in Marshfield, Wisc. "We manufacture Thorogood boots for America's working men and women and believe in supporting the union laborers that are the foundation of our company," Weinbrenner president Jeff Burns said. "We invited both union and non-union trade partners to bid, and we are proud that union firms won the majority of the work." The company has been committed to American manufacturing since 1892, and currently operates three manufacturing plants in



Thorogood Genesis boots



The Clog by Snibbs

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