

APPAREL AND ACCESSORIES

Tamara Mellon brings cowboy boots from the rodeo to Rodeo Drive

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Tamara Mellon turns cowboy boots fashionable. Image credit: Tamara Mellon

By STAFF REPORTS

Direct-to-consumer fashion label Tamara Mellon is putting a spin on a classic product, not previously known as a fashionable item.

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The label has recreated the cowboy boot in a manner that appeals to the fashionable consumer. Now calling the product cowboy-lite boots, Tamara Mellon is showing off its inventory with a direct-consumer campaign, hoping to drum up last-minute gift sales.

From rodeo to Rodeo Drive

Tamara Mellon has tapped its email subscriber list in a continual effort to drive sales with cheeky content.

Since the brand has eliminated the wholesale model, it relies on methods that speak directly to consumers in an engaging way.

The label has taken on this strategy to sell the line of shoes that it says "aren't cowboy boots They're cowboy-lite boots," in a previous email. In an updated version, the brand says it is a fashion cowboy boot.

Tamara Mellon's boot features a Western silhouette and Americana stitching but with soft-sheen leather piecing. In another pun-filled phrase, Tamara Mellon says the leather "is what brings it from the rodeo to Rodeo Drive."



Tamara Mellon's Rodeo Eel boot. Image credit: Tamara Mellon

The label also capitalized on female empowerment for a recent marketing campaign promoting its footwear.

Tamara Mellon's "Leave Him On Red" campaign referenced the popular idea of leaving someone "on read," meaning when you do not text them back. Both the collection and the marketing campaign rely on using elements of Internet culture as well as popular influencers to bring the message to life through Instagram's IGTV video hub ([see story](#)).

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