



Le Chameau set to exhibit at IWA OutdoorClassics

3 January 2018: Leading country lifestyle brand Le Chameau is set to showcase its Autumn/Winter 2018 collection of rubber and leather footwear at international trade fair

FOR THE FIRST TIME SINCE 2015, Le Chameau will be exhibiting at IWA OutdoorClassics, the annual trade fair for the shooting sports industry, which is being held 9-12 March 2018 in Germany. Visit them in hall 4, stand 4-228.

Key highlights will include:

New for AW18: The new Prestige Rubber Boot collection, created to celebrate Le Chameau's 90th anniversary: Using the highest quality materials, paired with the brand's renowned Chamolux® rubber, the Prestige collection ensures protection from the elements as well as exquisite detailing and design. Each pair is handcrafted the most skillful Le Chameau maître bottier {master bootmaker}.

New for AW18: A new generation of the iconic Chasseur and Vierzon styles: Chasseur Air Confort® and Vierzon Air Confort®. Air Confort® footwear is engineered to offer enhanced moisture management and dry time versus that of regular neoprene-lined footwear. Air Confort® has the comfort and warmth of neoprene while allowing more effective air circulation and distribution. It helps keeps feet dry and comfortable making it the ideal companion for all year round wear and use.

New for AW18: Condor LCX® 12", Condor Kevlar LCX® 10" and Condor LCX® 6" leather boots. Developed in partnership with Michelin, these high performance outdoor boots offer outstanding levels of all-day comfort and grip: the waterproof and breathable LCX® membrane keeps feet dry whilst the ultra-light Michelin OC Deep Forest outsole provides sure-footed grip and mobility. The Condor Kevlar LCX® 10" is reinforced with Dupont Kevlar® for durability in the most extreme cover and terrain.

New for AW18: Petit Chameau: A new collection of boots for children in EU sizes 24-35, including a junior version of our iconic Vierzon boot.

Try Them, Feel Them: Visitors will have the opportunity to try and experience the unique comfort and fit of Le Chameau's footwear for themselves.

Boot making demonstrations: a Le Chameau maître bottier will be on the stand, showing how the rubber boots are handcrafted using Chamolux®; a rubber made using a secret process which gives Le Chameau boots their unique comfort and fit.

Meet the team: Attending the event will be Le Chameau CEO, David Robinson OBE and Commercial Director Finlay Dawson as well as sales teams from Germany, France and Benelux.

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For media information, contact Tweed Media via lechameau@tweed-media.com.

About Le Chameau:

Le Chameau was founded in 1927 by Claude Chamot. Le Chameau is French for The Camel, a name inspired when Claude Chamot opened a rubber boot factory in Morocco in 1949.

Today Le Chameau Maîtres Bottiers [master bootmakers] still handcraft rubber boots from a factory in Morocco. In addition, Le Chameau have launched an innovative range of waterproof and breathable leather boots which have been developed to offer class leading performance and comfort.

Le Chameau is a leading country lifestyle brand producing footwear and accessories for men and women worldwide including the France, UK, Germany, Italy, Scandinavia and the US.

Le Chameau's customer service is unique – all footwear is covered with a 2-year warranty to guard against manufacturing defects.