



RED WING

FLAGSHIP STORE ■ FACTORY OUTLET ■ MUSEUM



315 Main Street Red Wing, Minnesota
(651) 388-6233

STORE HOURS Mon-Fri: 9-8 Sat: 9-6 Sun: 11-5

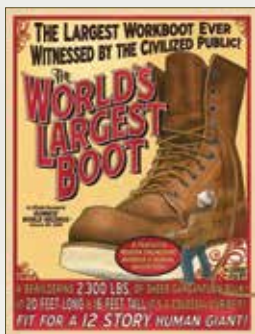
FLAGSHIP RED WING STORE

Our Flagship Store, Outlet and Museum is the largest Red Wing Store in America—featuring three exciting levels and over 30,000 pairs of shoes and boots.



FACTORY OUTLET STORE (LOWER LEVEL)

- All regularly priced footwear, accessories and apparel in our lower level Outlet Store marked at 30-70% off.
- See our Norman Rockwell original art gallery featuring Red Wing ads from the 1960s.



RETAIL STORE (MAIN LEVEL)

- Widest array of Red Wing, Irish Setter, WORX and Vasque boots and shoes anywhere.
- World's Largest Boot on display and souvenir merchandise for sale.



RED WING SHOE COMPANY MUSEUM (MEZZANINE LEVEL)

- Tour our museum showcasing Red Wing Shoes throughout history.
- Walk on the steel skyscraper beam and much more.



COMPANY HISTORY

The Red Wing Shoe Company was built on America's great promise; if one worked hard enough, one could achieve anything. The founder of our company, Charles Beckman, was a big believer in this promise. As a prosperous Main Street shoe merchant in Red Wing, Minnesota, he saw firsthand the need for durable and comfortable boots. Frustrated when he couldn't find boots that met his needs, he did what any hard-working businessman would do; he decided to make his own. So in 1905, Mr. Beckman and his partners founded the Red Wing Shoe Company. Working ten hours per day, his skilled employees soon were turning out 110 pairs per day. Word of the quality and comfort built into every pair of Red Wing boots spread quickly and the company prospered.

Now over 100 years later, Red Wing boots are constructed on this time-honored promise of premium craftsmanship and attention to detail just like Mr. Beckman's original boots. Triple-stitched seams, sturdy welt construction and rich leathers are signature elements of a Red Wing boot. For over a century, this commitment to excellence has been handed down to generations of shoemakers.

Red Wing boots are found on the feet of workers around the world, from the farm fields of middle America, to the Saudi oil fields and everywhere in between. Red Wing is the preferred brand of work footwear for skilled workers who demand the same quality in their footwear, as they demand of themselves in their chosen trade.

Red Wing operates two domestic manufacturing facilities in Red Wing, Minnesota and Potosi, Missouri. The Red Wing Store chain consists of over 440 stores in the United States and Canada through a mix of company and independently owned stores. The company also owns the S.B. Foot Tanning Company, which supplies premium leather for shoes, apparel, furniture and other applications.



Plant 2 Facility in Red Wing, MN.

RED WING SHOE COMPANY BRANDS



Red Wing is the number one brand of premium work footwear. Distributed in over 100 countries worldwide, the brand offers a complete line of work and safety footwear for the skilled tradesman. Available in over 200 styles, in sizes from 4 to 20, and widths from A to H, the brand can fit any foot and any occupation.



In 1950, Red Wing introduced style 854, crafted with Red Russet leather which inspired the Irish Setter name. Irish Setter became the brand for generations by proving itself in the field and on the job site. Today, more than 100 years of Red Wing work boot experience, combined with the over 60-year legacy of Irish Setter outdoor footwear, results in purpose-built Irish Setter footwear for hunt and work.



In the early 1960s, consumers wanted a durable boot for play. To serve this market Red Wing launched Voyager, a new line of hiking boots. Inspired by the original backpackers, the French Voyagers, the name was used until 1972 when a trademark issue forced the need for a new brand name. Today Vasque is one of the most respected brands of outdoor footwear.



Red Wing introduced the WORX line in 1998. The line was designed to serve the price sensitive industrial safety shoe customer. WORX offers both safety work shoes and slip resistant footwear.



The S.B. Foot Tanning Company was founded in 1872 by Silas B. Foot and George Sterling. In 1986, Red Wing Shoes acquired S.B. Foot Tanning Company. They are the main leather supplier for Red Wing Shoe Company and a major supplier of leather to the US Military through a partner network.



The St. James Hotel opened on Thanksgiving Day, 1875, after a group of eleven civic-minded businessmen recognized the need for a first-class lodging establishment in the port city of Red Wing, Minnesota. Now owned by the Red Wing Shoe Company, the St. James continues to offer guests the same medley of Old World service, cutting-edge amenities and culinary delights.

WORLD'S LARGEST BOOT FACT SHEET

As part of Red Wing Shoe Company's Centennial, the World's Largest Boot was created to celebrate generations of shoemaking craftsmen whose labor and dedication to quality built the company and its reputation.

The boot was constructed in the original Red Wing Shoe facility at 127 Main Street, Red Wing, Minnesota, the same location where the company first opened its doors in 1905. Over 60 individuals (employees and retirees) volunteered their time to construct the boot.

STYLE 877

The style selected was the 877, Red Wing's iconic work boot. First introduced in 1952, the 877's white crepe sole, rich Oro-iginal leather and white stitching detail is classic Red Wing.

Size: 638½ D (US), 638 (UK), 850 (EUR)

Length: 20 feet Width: 7 feet Height: 16 feet Weight: 2,300 lbs. (1,150 lb. sole and 1,150 lb. leather upper)

A person fitting this boot would stand 120 feet (12 stories) tall.

The boot lace is 2¼" in diameter and 104 feet long.

Sole is 20" thick at heel, 11" at toe and is capable of bending similar to a real sole.

THE CONSTRUCTION

4,000 hours total for design, engineering and fabrication.

13 months to complete. Actual fabrication of the boot required 5 months.

The boot was built using a last. The same process used in the regular production of boots.

The last was made of interlocking plywood ribs and covered with fiberboard.

The leather was joined together using the same thread and sewing machines used in our regular production of boots.

The final stitching required lowering a person into the boot via a pulley system.

The gusset label was sewn on a tapestry loom in Italy.

An actual lock stitch was used to join all the components.

THE MATERIALS

80 leather hides

245 cubic feet of urethane foam for the upper, sole, insole and lace

80 pounds of brass for the eyelets

300 pounds of adhesive

60 gallons of urethane for the sole

1,200 feet of nylon rope for stitching the boot

80 gallons of urethane for the outer sole skin

