

AUTHENTIC APPAREL

Riding and ranching are physical jobs in often challenging conditions such as extreme heat or cold. That's why Western wear is so functional while also paying homage to traditional silhouettes of clothing. But that doesn't mean your apparel has to be boring. Far from it, Western brands today offer various options to update your wardrobe while still allowing you to stay true to your style.

A DIFFERENT TAKE ON WESTERN WEAR

Milton Menasco is a stylish Western wear brand founded by Alli Addison in 2019. The name is a nod to her famous equine portrait artist great-uncle, Milton Menasco.

"The brand was really founded on the love, appreciation and basis of art. With Milton Menasco, there's a classic element," Addison says. "It's evolved. Once I started leaning in harder to create a brand that represented me and my own passions, it just took off."

Addison rides hunter-jumpers, but she lives on a ranch in central California where ranching and agriculture are prominent. She spends just as much time ranching with her children, hauling to rodeos and roping practices as she does in the equestrian world.

"My family has lived out here since the 1800s. I was born and raised here, and now I'm raising my own family in the same way and capacity that I was lucky enough to grow up in," Addison says.

This has influenced the products she creates.

"We started designing and crafting clothing and accessories, and it began encompassing not only an equestrian lifestyle but Western as well because that is the life that I live," Addison says.

Milton Menasco pieces influences of English equestrian style with Western wear.

"We create clothing; we create fashion for people who ride English, people who ride Western, for people who don't even ride at all but have an appreciation for 'horse culture,'" Addison says.

In addition to founding the company, Addison wears many hats, including designer. Popular pieces include a baseball cap with a subtle embroidered horse based on a sketch by Menasco himself. Another bestseller is a Western pearl snap button-down shirt, lovingly called the Colt Shirt (part of the cult-favorite Milton Menasco x Street & Saddle collaboration collection), now re-iterated in its third year with new colorways and Western detailing. Each item is designed in California and handcrafted in Canada.

"Because we make so many of our styles to order, many items can be customized," Addison says. "We have a massive size range that we can do. We can do short sleeves, and we can do longer lengths. It often feels like bespoke tailoring, which is truly special."

This fall, Milton Menasco will expand its offerings with another curated vintage collection, a second-year interpretation of the hugely popular sporty cowgirl of Milton's Country Club collection, and a new elevated work wear collection crafted of hardy materials, work jackets and durable pieces that are also stylish.

"It's almost like if Coco Chanel decided to go out and work on a ranch, what would she wear?" Addison says. "And it needs to be durable and classic, something you're going to want to reach for again and again. We design things for that purpose, almost like an heirloom-quality piece that you hold onto and wear again and again because the quality of the fabric and construction allows you to keep using it."

11-inch UltraLite X Boot in Tawny Brown & Olive from Twisted X

This 11-inch boot in the UltraLite X collection includes an UltraLite X outsole with a unique EVA compound, making the boots an average 20% lighter than traditional-styled footwear. The WS toe boot is crafted with full grain leather, a taped interior seam and a block heel. These boots offer comfort no matter how long you're on your feet.

twistedx.com



The Wrangler x Cody Johnson Collection

Global denim icon Wrangler and country superstar Cody Johnson have launched a unique collection that mirrors Johnson's personal style. With a focus on craftsmanship, the fashion-forward collection of classic-fit dress shirts is a reflection of Johnson's attention to detail — from stage presence to musical pitch — down to that last stitch. His direct input on every element of the design process is evident, from thread count to fabrication. Long live cowboys.

wrangler.com



Space Cowgirl Wild Rag from Fringe Scarves

Fringe Scarves has always wanted to do a Space Cowgirl wild rag, so the brand teamed up with artist Pam Benke for this important task. Benke's art is fun and whimsical, just right for a little cowgirl fun! This scarf is 100% silk. Price: \$64 for the Shorty size and \$79 for the Long Tall size.

fringescarves.com



Men's Trucker Jacket from Cinch Jeans

This handsome navy and gray plaid trucker jacket is constructed in a poly-wool twill with a durable, water-resistant finish and a full polyester lining to keep you warm and dry. Details include adjustable cuffs, copper snaps, leather CINCH logo label and woven cowboy patch along the back hem. Available in XS-2XL. Price: \$140.

cinchjeans.com



Resistol 30X Rough N Ready Hat

Since 1927, Resistol has made headwear for the Western lifestyle. These felt hats are manufactured from raw fur to finished cowboy hats 100% in the USA. Resistol's latest hat, the 30X Rough N Ready, introduces the RB profile — the newest and best-selling profile — featuring a 4 5/8-inch tall crown with a subtle hand-creased look, and a shallow curved brim ready to be shaped to your own personal style. This hat is great looking and of outstanding quality for those who want to invest in a great hat. Available in four colors: Black, Dunn, Silver Belly and Natural. Price: \$605.

resistol.com



Men's Pathfinder Jacket from Outback Trading Company

The Pathfinder Jacket is a fantastic take on traditional Western-style coats. It features water-proof yet breathable oilskin and plenty of pockets, including a concealed carry pocket and security pocket. Available in bronze and black colors, sizes small-3XL. Price: \$269.99.

outbacktrading.com



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High Desert Creations "Untamed" Sterling Silver and Kingman Turquoise Pendant

Designer Kathi Turner creates rustic yet refined Western/Southwestern jewelry, translating the ranching lifestyle into wearable art. Her designs feature mixed metals and expressive stones shaped by master cutters. Each piece is designed and created entirely by Turner. Commissions are welcomed.

highdesertcreations.com



100X Bone Top Hand Hat by Catalena Hatters

This pure beaver custom hat is "Bone" color, a light buckskin with a fine powder finish. It is hand-creased into a "Top Hand" with a 4½-inch brim, matching two-cord ribbon, lambskin sweatband and a silk crown liner. Handmade and hand-creased by Catalena Hatters. Price: Starts at \$899.

catalenahatters.com



Bobcat Zip Boots from Kenetrek

The Bobcat waterproof boot slips on easily thanks to its durable heavy-duty zipper. They hold your foot securely with waterproof four-way stretch panels sewn into the 10-inch uppers. The insulating 6 millimeter liners are sewn in at the back to allow for easy on-and-off with one hand. Scent-free, handmade rubber bottoms with steel shanks come with K-Talon high traction outsoles, traditional Tractor Tread or the Cowboy outsole with protective stirrup rails. Price: \$200.

kenetrek.com



The Quatro Ranchero from Chore Boot Central

The Quatro Ranchero offers extreme waterproof comfort and is hand-built and is designed with comfort, durability and safety in mind for barn work or riding. The boot features a riding-safe outsole with a heel-to-toe safety rail to keep your foot from snagging, with a wrap-around spur ledge, as well as the Quatro Comfort System Footbed. Price: \$168.99.

chorebootcentral.com



Cavender's Men's Endurance Blue and Sand Ostrich Print Wide Square Toe Cowboy Boots from Cavender's Boot City

These pull-on boots stand at 12 inches tall and feature a striking blue leather upper, sand-colored ostrich print leather foot, a wide square toe design, and a leather-covered cushioned insole for comfort. The hybrid outsole delivers traction and longevity, the double stitch welt enhances durability, and the block heel is a classic style. These boots are available only at Cavender's Boot City.

cavenders.com



1000x Felt Hat from American Hat Company

American Hat Company's 1000x Collection is made of pure beaver belly blended with mink and finished by hand. The American Hat Company mink is known as one of the finest cowboy hats in the world. Comes with a 4 1/4-inch brim, a self band and 24K gold buckle set. Available in Silverbelly, Natural, Pecan and Black. Purchase at retailers such as Best Hat Store in Fort Worth, Texas, and NRS in Decatur, Texas.

americanhat.net



Sterling Silver Jewelry from J.M. Capriola Co.

Discover timeless elegance with J.M. Capriola Co.'s sterling silver jewelry, fancy hat pins or toothpicks, conchos, and buckles, all hand-crafted by Charlie Wright. Each piece features unique hand-engraving and can be adorned with Nevada mined turquoise stones. Embrace J.M. Capriola Co. artistry and quality of J.M. Capriola's in-house creations. Visit at 500 Commercial St. Elko, Nevada, today for your unique handmade experience.

capriolas.com



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SPECIAL ADVERTISING SECTION

100X Legacy Hat in Natural from Bailey Hat Company

What do you look for in a Western felt hat? Style and quality, but you also want it to look just right for you. The Bailey Legacy Hat has a 4-inch brim and a self felt band embellished with an engraved three-piece buckle set adorned with three stones. Price: \$1,400.

baileyhats.com



DDB0471 PRCA Collection Brown Caiman Boot from Durango Boots

The men's 13-inch Cognac/Cigar style is part of Durango's new PRCA collection, engineered for rodeo performance. This style features a caiman belly foot, full-grain leather shaft, a full leather lining and a thin leather insole with heel tuck and memory foam. The style includes a patented fiberglass Dually Shank System, a leather outsole, 3/4 Goodyear welt construction, a rubber heel lift, leather stacked 1 1/4-inch stockman heel and a square toe. Size: men's and women's: 7-12, 13; narrow: 9-12. Price: \$645.

durangoboots.com

Rustic Pendants from Tres Melindas

Tres Melindas Rustic Pendants are reimagined family ranch treasures and vintage Western finds that take on a new life as hand-cast rustic pendants. These hand-cast pewter pieces from Colorado artist Melinda Dennis are all one-of-a-kind original works of art. Each pendant can stand alone or can marry together to make your own story necklace. Price: Starts at \$75.

tresmelindas.com



Western Horseman Yellow Patch Cap

This Richardson 112 ballcap featuring the iconic yellow and black Western Horseman logo is a staple piece for every guy and gal's wardrobe. This 6-panel, medium profile cap features a mesh back design and an adjustable snap back closure. Price: \$25

shop.westernhorseman.com

BSC 1992 Children's Boot from Old West Boots

This boot has an all over leather foot and shaft, and a 6-row fancy stitch. It includes reinforced shanks, a hand-corded medallion, natural leather welt, Goodyear welted and a cushion insole. This style has a broad square toe and rubber outsole. Sizes range from 8.5 to 7.

jamaoldwest.com



Western Horseman's It's Cool to be Cowgirl Cactus Scene Tee

Western Horseman's It's Cool to be Cowgirl Cactus Scene T-shirt adds style and fun to your wardrobe. Choose between cream or turquoise text to best suit your taste. This mid-weight 5.3 oz tee is preshrunk for a comfortable fit and easy care.

shop.westernhorseman.com



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