



## **Minnetonka and Wolverine Worldwide Inc. Announce Multi-Year Licensing Deal For Hush Puppies Slippers**

For Immediate Release – New York, NY – Wolverine Worldwide Inc., announced a three-year licensing agreement with Minnetonka Moccasin Co. to produce slippers for the Hush Puppies brand. Minnetonka will be producing men's and women's slippers for Hush Puppies with collections expected to launch in Fall 2019 through the brand's Direct to Consumer stores and e-commerce sites as well as through department and specialty store distribution channels.

Minnetonka Moccasin Co. was chosen to produce slippers for Wolverine Worldwide Inc because it brings over 70 years of expertise in the footwear business, notably its slipper category that has become synonymous with Minnetonka's own brand story. The Hush Puppies slippers are constructed from premium moosehide, suede leather and sheepskin that result in a high-quality product that can stand the test of time.

The slippers for Hush Puppies will be priced from \$40 - \$100 USD.



"We are leveraging over 70 years of expertise in the footwear business to bring handcrafted, timeless slippers to the Hush Puppies consumer. Our wide assortment of colors, styles and quality materials are used to bring a comfortable and durable trend-right slipper to the brand that embodies the Comfort and Casual brand position of the Hush Puppies brand," said Scott Sessa, President of Minnetonka Moccasin Co.

"We're so pleased to be partnering with the Minnetonka Moccasin Co. for slippers. With Hush Puppies spirited love of fun, color, comfort and the basset hound, along with Minnetonka Moccasin's expertise in slippers and home footwear, the consumer will get the best of both companies and their dedication to fun, comfortable quality slippers," noted Kate Pinkham, Vice President of Global Marketing for Hush Puppies.

### **About Minnetonka Moccasin:**

Founded in 1946, Minnetonka prides themselves on their roots in traditional moccasin footwear, expertly hand-crafted using fine materials such as premium deerskin and leather products. Their attention to detail and classic designs have resulted in a high-quality product that stands the test of time.

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### **About Hush Puppies:**

In 1958, Hush Puppies introduced the world to a new kind of footwear – shoes with casual style and an easygoing attitude made to relax in. With over 17 million pairs of shoes sold every year in 165 countries around the world, Hush Puppies is a global brand, a household name and a cultural icon that embodies the lighthearted spirit of its beloved basset hound. It is the go-to footwear, accessory, and apparel brand that delivers the right mix of timeless style and dependable comfort. Hush Puppies is a division of Wolverine Worldwide, the world's leading maker of casual, work, athletic and outdoor footwear. For more information, visit [www.hushpuppies.com](http://www.hushpuppies.com).

### **About Wolverine Worldwide**

With a commitment to service and product excellence, Wolverine World Wide, Inc. is one of the world's leading marketers and licensors of branded casual, active lifestyle, work, outdoor sport, athletic, children's and uniform footwear and apparel. The company's portfolio of highly recognized brands includes: Merrell®, Sperry®, Hush Puppies®, Saucony®, Wolverine®, Keds®, Stride Rite®, Chaco®, Bates®, and HYTEST®. The company also is the global footwear licensee of the popular brands Cat® and

Harley-Davidson®. The company's products are carried by leading retailers in the U.S. and globally in approximately 200 countries and territories. For additional information, please visit our website, [www.wolverineworldwide.com](http://www.wolverineworldwide.com).

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