



Cougar Boots: A Canadian Icon

You can count on one hand the Canadian garments that have become “iconic.” The Cougar Pillow Boot is at the top of the list; in fact in 1989, years after the Cougar Pillow Boot’s 1970’s debut, Saturday Night Magazine wrote an ode to them. There was just something about that warm, comfortable, durable boot with the red fleece-lined tongue that felt right. And the company, founded in 1948, has outlived every other Canadian boot maker.

When the original Cougar Pillow Boot was introduced, it caused a fashion storm. In 1976, it was a work boot world; everyone under 30, male and female, wore calf-high, lace-up work boots...everywhere. Cougar, a small Canadian company from Burlington Ontario, put a spin on the traditional work boot when they introduced a caramel-coloured, rubber-soled, puff leathered boot with a red fleece lining.

More than 8 million Canadians just had to have them. College kids, cool urban types...the Pillow Boot struck a chord; it was everywhere. Cougar had built the Pillow Boot for function more than fashion – no matter what they look like, a pair of boots has to be tough, keep your feet warm and dry, and get you over ice and through slush to make it through a Canadian winter. There was something “unselfconscious” about the Cougar Pillow Boot. Maybe that’s why young Canadians fell in love with them.

The Cougar Pillow Boot disappeared for a while, but now it’s back, and the same family is making them. At the “Pillow Boot Fitting Room” you can see – and try on – the new Cougar Pillow Boot, a sleeker, modern version of the original that was introduced last year in a very limited edition and is now available nationwide. We’ll also show you two additional exciting, urban new styles influenced by the original Pillow.