# Mus quam



# Contents

4

Ma venis et

7

Ota ducimaios

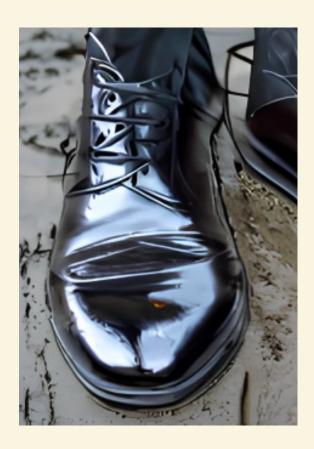
8

Hendercimus Ex eate Magnia

10

Cepratur Ente





# Don't look down.

### You don't need to.

You've already reached the top. You've taken everything life has thrown at you, and mastered the circumstances.
You descended into the pit and emerged with style and grace.

## You're wearing Allen Edmonds.

For over 100 years, Allen Edmonds has been making the highest quality shoes with the finest materials. Our shoes are synonymous with American independence and mastery over the environment.

We have seen many fads come and go. But Allen Edmonds has remained the at the apex of style and luxury. Through time and experience, we've distilled style to it's rawest, most powerful form. We care only for crafting the finest product imaginable.

How have we done it?.

Through an uncompromising devotion to craft.

We employ only 132 craftspeople -- some of whom are 3rd generation shoemakers; to work on our shoes, which is a slow, loving process. Not to be rushed.

Each individual shoe goes through 212 steps, to be stringently completed. With each step an enormous amout of energy and care is put into our product. Cutting and stitching; solemaking; wetting and polishing: it is clear that each shoe is a committment, meant to last.

A large portion of our time is devoted to referbushing existing shoes. It's because we care about the enduring quality of our shoes. It's what's kept us at the top for so long.