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## HELM HANDMADE BOOTS LAUNCHES FOUNDING 2010 COLLECTION

AUSTIN, Tex – HELM Handmade Boots announces its launch today with an initial line of seven styles of unisex utilitarian-chic boots and belts by Austin TX designer/entrepreneur, Joshua Bingaman. Bingaman is best known for his wildly successful coffee shop/event space, Progress Coffee, which has served as the hub for Austin's fast-growing hip eastside.

The 2010 line, which ranges from \$400 to \$600 retail, includes: **The Brock**, an athletic ankle boot of black calf skin with a natural rubber white lug sole; **The Dunkel**, a black higher-calf dress boot with black-on-black stitching and hand-hammered leather strapping; **The Emi**, a saddle-tan calf skin and auburn suede inlay street ankle lace-up with a white deck sole; **The Poppy**, a Chelsea-like ankle boot with chocolate and black Australian sheep skin with a hand-stamped wingtip toe; **The Ray Ray**, a chestnut brown hand-dressed calf skin lace-up with natural canvas hand-stitched inlay; **The Samuel**, a taller, darker, more fashionable version of the Ray Ray, with distressed calf skin from Holland and colored lace options; and **The Tante**, a moccasin-type ankle boot with brick-brown tonal detail and a rounded white Malaysian natural leather sole.

The boots are handmade in Istanbul from materials all over the world - materials sourced and custom-ordered specifically for the brand.

"Istanbul is known for its leathers and hand work," Bingaman says. "It's such a beautiful, modern city - as someone who is passionate about unique quality, I'm excited to bring the craftsmanship of Istanbul to everyone I can through HELM."

Because Bingaman's training is more business than fashion he feels he's able to keep a more pure approach to his product. "I started a coffee shop, then it turned into a coffee brand." Bingaman says. "The brand has grown into curating gallery shows, hosting musician residencies and other live entertainment. I'm choosing ingredients, overseeing financing and orders, while building a new headquarters for Progress, Inc. HELM is my next and most exciting business step, and it's something I've always wanted to do."

HELM's flagship store is the highly anticipated STAG men's store on South Congress Avenue in Austin, Texas. HELM also debuted at Mads Norgaard in Copenhagen, Denmark; Atrium in New York and Miami; and will soon be in 310 Rosemont, Houston. HELM is currently looking for retail partnerships in California and Dallas, Texas.

Helm is available for sales and press appointments through the New York or Austin showrooms. Boots may be purchased over the phone, in any select retailer, or any showroom. Look for upcoming styles to debut in late summer, 2010. For more information please go to [www.helmhandmade.com](http://www.helmhandmade.com). HELM can be followed on **Twitter @HelmBoots**, or on our blog at [helmhandmadeboots.wordpress.com](http://helmhandmadeboots.wordpress.com)

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