

# MINNETONKA

in the  
NEWS

When it comes to shoes and boots this season, fringe is on top. Soft Minnetonka Moccasins, with their signature hanging strips of suede, have inspired designers and urban bohemians for decades. Over the past year, their popularity has been soaring.

In light of the uncertain economy, they are relatively affordable -- basic shoes start at \$30, and more elaborate boots with three tiers of fringe are \$86. Plus, every style is completely flat, making them far more comfortable and practical than stilettos.

With these populist perks, it's not surprising that moccasins are having a fashion moment. But even trendsetters who would theoretically be able to afford much pricier versions by Jimmy Choo (\$495) and Michael Kors (\$475) favor the Minnetonka brand. Fashion muse Kate Moss has been sporting them for years. Last month she was spotted in brown knee-high Minnetonka mocs with a pair of denim cutoffs in London. Young stars Lindsay Lohan, Blake Lively and Mischa Barton also have been photographed in them.

That said, the footwear-of-the-moment isn't a one-season wonder. In the recently published "The One Hundred: The Guide to the Pieces Every Stylish Woman Must Own," authors Nina Garcia and Ruben Toledo identify must-haves such as pencil skirts and red lipstick, but recognize Minnetonka Moccasin by the brand name. They wrote: "Many people have made fashion versions of the original, but the original is still the hands-down favorite."

Those originals, as the Minnetonka implies, have local roots. However, there are a few misconceptions to be cleared up about them, starting with the fact that the company is headquartered in Minneapolis and has never been based or even affiliated with the city identified in the moniker.

"Minnesota, Minnehaha, Minnetonka ... the name sounds Native American and local in origin," said David Miller, current president of the family-owned shoe business.

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**fringe benefits**

From left, ankle boot with fringe, \$49.95; knee-high fringe boot, \$75.95; moccasin, \$36.95; thunderbird moccasin, \$32.95; 3-in-1 boot, \$75.95; Triple-layer fringe boot, \$85.95.

Joel Koyama, Star Tribune

**Want to walk the walk of the trendsetters this season? All you need is a pair of Minnetonka Moccasins.**

By **SARA GLASSMAN**, Star Tribune  
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Minnetonka is the focus of a Minneapolis Star-Tribune story, which tells about the brand, the current fringe craze, and all of Minnetonka's celebrity followers!