



NEWS RELEASE

## Boot Barn Announces Miranda Lambert Idyllwind Trunk Shows

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IRVINE, Calif.--(BUSINESS WIRE)-- Boot Barn Holdings, Inc. (NYSE:BOOT), America's largest western and work wear retailer, is proud to introduce Idyllwind – a lifestyle brand created by Miranda Lambert. The brand is inspired by vintage and retro looks with a modern fashion edge and a focus on comfort, fit, and quality. The product range of apparel, accessories, and of course, cowboy boots are true to Miranda's spirit – reflecting her roots, personality, and style – original, authentic, sexy, and fearless.

Idyllwind will be introduced this holiday in select Boot Barn stores in California, Texas, Tennessee, Nevada, Florida, Minnesota, South Dakota, Colorado, and Arizona. The full Idyllwind Fueled by Miranda Lambert launch will occur in Fall 2018.

"The Boot Barn Team is excited to partner with Miranda Lambert on her exclusive Idyllwind brand. We view Miranda as the number one female country music star in the world and feel that her brand, coupled with her personal authenticity, are a natural fit with Boot Barn and our customer base," said Mike Love, Senior Vice President of Marketing. "These limited trunk shows allow us to share the incredible styles of Idyllwind and serve as a precursor to the full launch coming in 2018."

For additional details on the Miranda Lambert Idyllwind Trunk Shows, please visit [Idyllwind.com](http://Idyllwind.com).

### About Boot Barn:

Boot Barn is the nation's leading lifestyle retailer of western and work-related footwear, apparel, and accessories for men, women and children. The Company offers its loyal customer base a wide selection of work and lifestyle brands. As of the date of this release, Boot Barn operates 224 stores in 31 states, in addition to an e-commerce channel [www.bootbarn.com](http://www.bootbarn.com). The Company also operates [www.sheplers.com](http://www.sheplers.com), the nation's leading pure play online western and work retailer. Sheplers has been part of the western, outdoor, and work lifestyle for over 100 years. Beginning in February 2017, the Company has operated [www.countryoutfitter.com](http://www.countryoutfitter.com), an e-commerce site selling to customers who live a country lifestyle. For more information, call 888-Boot-Barn or visit [www.bootbarn.com](http://www.bootbarn.com).

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