



THE ORIGINAL MUCK BOOT COMPANY CELEBRATES 25 YEARS WITH SCOTTISH THEMED CONCEPT GARDEN, INSPIRED BY THE ISLE OF MUCK, AT THE ROYAL HORTICULTURAL SOCIETY CHELSEA FLOWER SHOW 2024

[The Original Muck Boot Company](#), a leading name in premium footwear, is proud to announce its participation in the Royal Horticultural Society (RHS) Chelsea Flower Show 2024. Collaborating with independent landscaping firm Sustainable Garden Solutions for the fourth consecutive year, The Original Muck Boot Company aims to captivate visitors with a stunning Scottish-themed concept garden, paying homage to the Isle of Muck, marking the brand's 25th anniversary.



Building upon the success of the previous years, The Original Muck Boot Company and Sustainable Garden Solutions are set to unveil a unique space that merges natural beauty and brand legacy. Inspired by the rugged landscapes and rich flora of the Isle of Muck, the stand will serve as a testament to the brand's commitment to quality, comfort, and community values. Additionally, the space also celebrates Muck Boot's RHS endorsement and

introduces their latest release, the Muckster Lite Ankle, which follows the success of their Muckster Lite Clog. Crafted from eco-friendlier Bio-Lite foam, the Muckster Lite Ankle is a mid-height, one-piece slip-on boot designed for gardening, farm chores, and daily tasks. With independently verified SRC-rated slip-resistant traction, it guarantees durability, ease of cleaning, and superb support and comfort for prolonged wear.

Key highlights of the stand include a bespoke frame adorned with a species-enriched grass mix, creating an enclosed natural feel reminiscent of the Scottish countryside. Wildflowers will add vibrant splashes of colour while promoting biodiversity and minimising plastic usage.

A Land Rover Defender, positioned to evoke the sensation of driving into the woods, will showcase the brand's iconic boots beneath a "Welcome to the Isle of Muck" sign. The integration of Scottish and English native mosses and plant life, along with Scottish pebbles and ornamental grasses, will further enhance the immersive experience. Visitors to the stand will have the opportunity to explore a Scottish-themed natural test track, complete with bubbling water emerging from the sand and surrounded by indigenous flora. This



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interactive display, featuring heathers, grasses, mosses, and ground-level flowers, will allow guests to experience the brand's new Muckster Lite Ankle and other hero models first-hand.

Additionally, the garden will host viewings of the 25th-anniversary campaign video, filmed on the Isle of Muck, offering visitors a glimpse into the brand's heritage and journey over the past quarter of a century.

"We are delighted to celebrate our 25th anniversary at the RHS Chelsea Flower Show with a tribute to the picturesque Isle of Muck," said Eleanor Cornwell, Director of Marketing at The Original Muck Boot Company. *"Through our collaboration with Sustainable Garden Solutions, we aim to showcase our latest innovations in footwear through a unique biodiverse garden, inspired by the Scottish countryside."*

The Original Muck Boot Company invites visitors to immerse themselves in the beauty of the Scottish landscape and experience the comfort and durability of its iconic footwear at the RHS Chelsea Flower Show 2024.

High res lifestyle and product imagery linked [here](#).

About The Original Muck Boot Company: It all started with a universal problem – muck. Wet, messy, muddy, dirty muck. Determined to find a solution for keeping feet warm and dry through it all, Muck Boots began, out of necessity, to build premium, protective, reliable boots that offer exceptional comfort in every element. That's how The Original Muck Boot Company was born, providing 100 percent waterproof boots and footwear that withstand the muckiest situations in every season. Over the past two decades, Muck has had the freedom to innovate, experiment, and test products in every single element – because outside, there are way more than four seasons. It is a division of Rocky Brands, a publicly traded company on NASDAQ® under the symbol: RCKY.



CELEBRATING 25 YEARS OF LIFE IN THE MUCK:

The Original Muck Boot Company commemorates its 25th Anniversary with the resilient community of the Isle of Muck, Scotland

For 25 years, The Original Muck Boot Company has been synonymous with waterproof reliability, crafting footwear designed for life's muckiest challenges. As the brand commemorates its 25th anniversary, it honours its legacy by journeying to the Isle of Muck, Scotland, to highlight the unique connection and shared values with this resilient community, in addition to documenting Muck's central role in their lives.



Nestled off the west coast of Scotland, the Isle of Muck is home to a tight-knit community of just 32 individuals who face the wind, rain, and muck every day. Among them are Magnus and his granny, Jenny Macewen - whose family owns the island - they collect eggs every morning together, wearing their

Mucks before Magnus goes to school. Sandy, the island fisherman, tends to numerous lobster pots surrounding the Isle of Muck, providing all the fish for the island. After a day's work, Sandy can often be found playing on the beach with his daughter, both sporting their trusty Muck Boots. Emily, affectionately known as Mrs. B, serves as the island teacher. Following school hours, Emily takes the island children for beach cleans, winding down the day while educating the next generation on the importance of keeping the surrounding environments in good order for future generations.

Since its inception, Muck Boot's footwear has been built to take on the most adverse conditions, providing hardworking people like Magnus, Jenny, Sandy, and Emily with comfortable footwear they can rely on. The commitment to quality and innovation has remained unwavering over the past 25 years, driving the brand forward.

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Honouring its 25th anniversary, The Original Muck Boot Company embarked on a journey to the Isle of Muck to understand what Muck means to the community that lives and works in the muck every day. These dedicated individuals challenge the elements with an unwavering spirit, relying on each other to sustain their community through crofting, fishing, education, and more.

"As we commemorate our 25th anniversary, the Isle of Muck serves as a poignant reminder of our mission to provide reliable and durable footwear for those who work, farm, and live in the most challenging environments on earth" says Eleanor Cornwell, Director of Marketing at The Original Muck Boot Company.

To further commemorate its 25th anniversary, The Original Muck Boot Company is releasing a Limited Edition 25th Anniversary Chore boot, a tribute to the continued popularity of Muck Boot's iconic design.



In reflecting on 25 years, The Original Muck Boot Company remains dedicated to crafting footwear that empowers individuals to conquer life's muddiest challenges with confidence and comfort. Here's to the next 25 years and beyond, walking together through the muck, one step at a time.

View the 25th Anniversary campaign video [here](#). All assets linked [here](#).

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The Original Muck Boot Company introduces the Kids Muckster Lite Clog for
Spring/Summer 24

Built for kids who love the Muck

Leading footwear brand, [The Original Muck Boot Company](https://www.muckbootcompany.co.uk) is thrilled to announce the latest addition to its line-up, the Kids Muckster Lite Clog. Designed for the adventurous spirit of young explorers, these clogs are the perfect companion for any outdoor adventure.



Crafted with the same dedication to quality and performance as its adult counterpart, the Kids Muckster Lite Clog is made from Bio-Lite foam, ensuring a comfortable and eco-friendlier experience while leaving a smaller footprint on the land. Whether it's playing in the garden, venturing to the park, or lending a hand with the gardening chores, these clogs are up to the task.

The Kids Muckster Lite Clog is not only designed to withstand the rigours of outdoor play while providing comfort and support, but it is also fun and vibrant - available in a bright blue and pink - to suit every young explorer's style. Easy to slip on and off, these clogs are perfect for spontaneous outings and quick transitions from indoor to outdoor play.

Whether it's berry picking, puddle jumping, or lending a helping hand in the garden, the Kids Muckster Lite Clog is ready for any adventure. Parents can rest assured knowing that their children's feet are protected and comfortable, allowing them to fully embrace the joys of outdoor exploration.

The Kids Muckster Lite Clog is available from: www.muckbootcompany.co.uk in sizes 12-5, RRP: £45. In addition to the Kids Muckster Lite Clog, Muck Boot is unveiling a new grey swirl colourway for adults. RRP £60.

Join the muck-loving revolution and equip your young adventurers with footwear that can keep up with their boundless energy and enthusiasm for the great outdoors.



All high res product and lifestyle imagery linked [here](#).

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