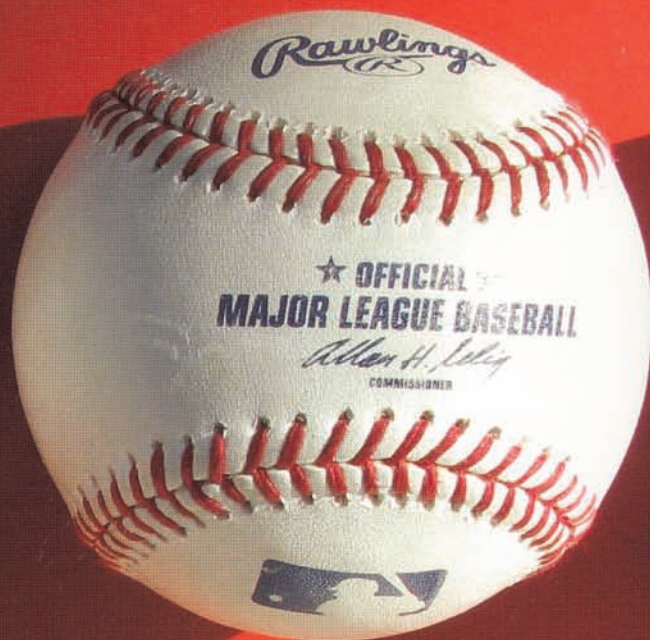
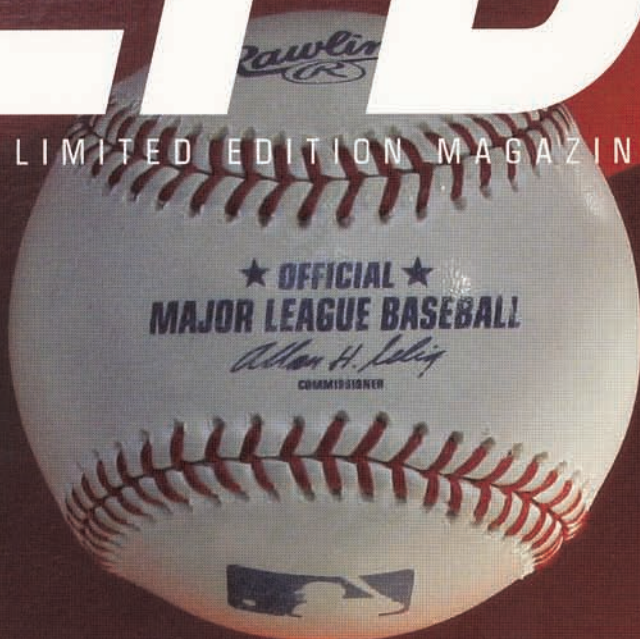


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THE LIMITED EDITION MAGAZINE



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EAST MEETS WEST

This season marks ten years of my life in the west after leaving NYC. After spending extended time on both coasts I have gained certain insights and an appreciation for both lifestyles.

In preparing the fall 2008 line, my thoughts drifted from the concrete maze of the New York pavement juxtaposed with the crisp air and richness of color of a Catskills autumn, to the subtle, almost unperceivable, change of seasons of my adopted West. I was inspired to create shoes that represented the two sides of my experience.

The results are the Rollins, in the hiking tradition, that offers a refined, street smart interpretation reflecting the energy and attitude of NYC and the McQueen, that epitomizes a more laid back Western essence in a desert boot-inspired style with a modern edge. This season's color palette reflects both the vibrancy and electric nature of the East coast and in contrast, the more earthy quality of the West.

After ten years I have found that both coasts fulfill different aspects of life – the fuel of the excitement of the East's perpetual motion and the spacious relaxation I find in the West. Those qualities can work together to serve us all in our journey through life, wherever we may be.

*Sung Choi
Founder/Creative Director
December 2007*



MC QUEEN



ROMARE HI

KICKS

CLAE



ROLLINS



RUSSELLS