

| AUDIO | VISUAL |
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| *upbeat country instrumental plays* | Images of bootmakers in our factory handmaking boots and bootmaking tools |
| | Lucchese Bootmaker Logo and Title Card |
| | How a Boot Should Fit |
| Put your index fingers through the pull straps and start your foot into the boot | Woman puts fingers into pull straps of boot and begins to pull foot into boot |
| It's important to note that in a proper fitting boot you should feel resistance as your heel comes into contact with the back of the boot | Woman slides foot into boot while pulling the pull straps towards her. She stops briefly as her heel hits the back of the shaft of the boot |
| Use your bodyweight to pull your heel through the turn. You should hear a satisfying "Thump" as your foot settles into the foot bed. | Woman stands up while continuing to pull boot onto foot as it remains firmly planted on the ground. |
| *a loud audible THUMP* | |
| | CHANGE SCENE: Overview shot of woman's feet with one boot on and one boot off. A man's hand can be seen. |
| Because the ball of your foot is the widest part of your foot, it should fit snugly across the widest part of the boot | Man uses index finger and thumb to point out the widest part on both the socked foot as well as the foot with the boot already on. |
| You should have a snug fit across the instep. | Man grazes thumb over the instep of the boot to show that it fits snugly and the leather is taught. |
| | CHANGE SCENE: Straight on view of woman's legs up to the knee wearing both boots. |
| The leather insoles and outsoles are designed to mold to the shape of your foot over time. | Woman transfers bodyweight from one foot to the next while raising each heel off the ground in succession. |
| | Woman turns to provide a profile view of the same move. |
| They will be rigid the first time you put on your boots and your heel will slip naturally up to a half inch. | Woman steps forward with 1 foot and raises heel on the other while man's hand measures one-half inch on the heel with his index finger and thumb. |
| This slip will go away as your boots break in. | |
| | CHANGE SCENE: Screen is focused on the rug. Nobody is in the camera view. |

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| As the saying goes, a good fitting boot should fit like a firm handshake. | Woman walks across the screen with the camera focused on the perfectly fitting boots. |
| | "Lucchese Bootmaker" logo appears. |
| Video ends | |