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Cougar Shoes, the iconic Canadian footwear brand, celebrates 75 years of heritage and embraces the new with the debut of the Cougar Collection with winter technology by Michelin soles. The collaboration delivers footwear that's designed for women and made for real outdoor performance – these boots are temperature rated to - 40°C/-40°F. "I am so excited to introduce our Michelin styles, which offer hybrid winter boots that meld winter technology with outdoor, fashion-forward style," says Cougar President Steve Sedlbauer.

The Collection with Michelin soles comprises three luxe-athletic hybrid styles – Union, Ultima, Ultra – offered in directional colors, from runway-inspired Loden to the softest shades of Pearl and Almond. Lightweight with anti-slip Michelin soles, they have sleek silhouettes, along with sculptural design for traction and tread spacing for flexibility. The winter technology applied to the soles offers, in fact, a superior grip on ice, packed snow and slippery surfaces, achieving excellent traction and stability in cold conditions. The development of the soles is inspired directly by Michelin's high-performance tires to offer maximum comfort and long-lasting performance. It's a winning combination in step with the world-renowned Michelin brand. "Shoes are to people what tires are to a vehicle – the only thing connecting the user to the ground," says Filippo Sartor Senior Sales Manager JV International/ Michelin soles. "We want people to experience better movement and better feeling, a connection with the ground through Michelin soles." The stylish lace-up boots are designed for cold-weather use, come with the Cougar "Always Waterproof" guarantee and feature PrimaLoft® insulation. PrimaLoft® insulation is a permanently water-resistant material that's made from 100% post-consumer recycled material. Combining this insulation with Michelin soles technology is an exciting innovation.

The Collection with Michelin soles winter technology will retail from \$180 to \$275. Available now for purchase through cougarshoes.com and other retailers across North America.