

## The It List: Canadian footwear brand Cougar celebrates 75 years

*In 1948, entrepreneur Walter Sedlbauer started his shoe company in Ontario. Seven decades later, the company continues to offer footwear "designed for diverse conditions."*

**Aleesha Harris**

Published Oct 03, 2023 • Last updated 2 days ago • 1 minute read



Cougar Shoes Union Leather and Suede Waterproof Winter Boot with PrimaLoft and soles by Michelin. Cougar Shoes

**The product:** Cougar Shoes celebrates milestone anniversary.

**Why we love it:** In 1948, entrepreneur Walter Sedlbauer started a shoe company in Ontario. First called Susan Shoes, the company came to be known as Cougar after one of the company's early sneaker styles.

Seventy-five years later, Sedlbauer's sons, Steve and Ron, continue at the helm of their father's company, offering footwear "designed for diverse conditions."

To mark the milestone anniversary, the company is releasing several sleek season-spanning styles, including a new collaboration with Michelin (yes, the tire company). Dubbed the Cougar Collection, the footwear styles feature "winter technology" spanning three "lux-athletic hybrid styles." The styles each feature soles inspired by Michelin's tire designs offering increased traction on ice and snow.

**The price:** \$80 to \$295.

**The retailer:** [Cougarshoes.ca](http://Cougarshoes.ca).