

The Collabs: Lugz Partners with Scary Mommy for Limited-Edition Boot + More

By FN Staff



Lugz x Scary Mommy boot.

CREDIT: LUGZ

Nov. 20, 2019: Lugz and **Scary Mommy**, a media and entertainment brand for moms, have teamed up for the launch of a limited-edition Lugz x Scary Mommy's "Mommy and Me" style. It's the first time Scary Mommy has delivered a custom product and interprets the Lugz classic 6-inch Empire silhouette for the Hi Fur x Scary style. It's available [online](#) in adult and children's sizes, and includes custom embroidered patches that can be mixed and matched. "Scary Mommy was the perfect partner for this idea, as they provide an edgy sense of humor that is often lost in media today," said David Schwartz, president of Lugz. "It's a true escape for mothers to go where they can relate to content and feel right at home at the same time."

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Nov. 20, 2019: Luxe faux fur brand, **Maison Atia**, has partnered with sneaker brand **Koio**, for the creation of a vegan leather sneaker accented with its signature faux fur. The limited-edition platform style, retailing for \$248, is available in three color ways and made in Italy. It's sold at Maison Atia's boutique in New York and [online](#).



Koio x Maison Atia

CREDIT: MAISON ATIA

Nov. 15, 2019: Dr. Martens has tapped Canadian retailer Haven for its latest collaboration, an update to its classic 1460 Jungle boot. Haven's signature utilitarian design has been fused with the silhouette for a version in soft black leather detailed with a removable front zip insert, Ziggy sole and dual-branded sock art. The boot, made in the company's factory in England, retails for \$280 and is [available online](#).



Haven x Dr. Martens 1460 Jungle boot.

CREDIT: DR. MARTENS