

## Grass routes effort leads to hot new U.S. brand for women and their Moxie

*By Wolf Creek Idea Group*

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*Moxie Trades set to launch in United States June 1.*

**Tomboy Trades, Ltd.** (<http://www.tomboytrades.com>), the Canadian based women's work gear and footwear manufacturer is pleased to announce their expansion into the United States with their new brand, **Moxie Trades** (<http://www.moxietrades.com>) and will begin pre-order sales at their website in May. The first Moxie Trades products will begin shipping on June 1.

Bringing their brand of personalization to the women's work wear industry, Moxie Trades is now being branded for the United States as they are building the many styles of their calling card "pink work boots". The original style, called "Betsy", was launched in March of 2007 across Canada and was received well by the public both as a product, as well as the story of Tomboy Trades.

Company founder, Marissa McTasney launched Tomboy Trades after looking for pink work boots to be part of a trades school program. When she found out that the products she was seeking didn't exist, it became her personal mission to deliver those very pink work boots to the market. In March of 2007, she came to a deal with Home Depot, Canada and is now selling her products through the Home Depot website (<http://www.homedepot.ca>).

The product launch continues with the development of new styles to the work boots, but also includes new products in safety eye wear, hard hats, work belts, raglan t-shirts and more. They come in red, blue, green, black and of course, the signature color of Moxie Trades, pink. All products have approved for Canadian Standards (CSA) and ANSI/ASTM standards for the U.S. market.

While the boots and gear were manufactured originally for the trades industry women, it has had an unique impact on youth fashion and are being sought by young women for their wardrobes. Moxie Trades also offers a tradeswoman's directory for small independent female contractors from all over the world to list their business and services. A community forum also allows the fans/customers of Moxie Trades to talk about the products, interact with other professionals or give their feedback on the products offered by the company.

Moxie Trades continues to seek retailers and distributors in the United States. The corporate offices in Markham, Ontario will take any inquiries about developing partnerships for the products.

For further information about Moxie Trades or the products they manufacture please contact the offices by phone Monday through Friday 8 AM to 5 PM Eastern at 1-888-404-MOXI (6694) or contact them at 1 Valleywood Drive, Suite 301; Markham, ON Canada L3R 5L9.

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Email [Click to email author](#)  
Phone 806.239.5155  
Address 5301 County Road 1260  
City/Town Lubbock  
State/Province Texas  
Zip 79407  
Country United States