



In 1980, a flamboyant native El Pasoan, Pedro Muñoz, started the Stallion Boot Company. "There were three of us, two master boot makers and me, a 23 year old, new at making boots. I had \$2,000, and that was borrowed," laughed Mr. Muñoz. Also included was a passion for boots. "I love to study old boots and design a modern version." Mr. Muñoz was quick to note that, "I am only the conductor. I design the boot, but our

Our markets are Santa Fe, Aspen, San Francisco and Paris.



employees bring them to life. Without the right musicians, we don't make beautiful music."

A Stallion boot is a reflection of the clientele that Mr. Muñoz has developed. The use of silver, ivory and jade as well as inlays, exotic leather, and a more classical boot are the norm. The Stallion market is trend setting and upscale. The likes of Dolce & Cabana carry the boot line and Christian Dior is currently offering a collection. "Go after business, not people," concluded Mr. Muñoz.

(Top, Left) Domingo Guzmán oversees Stallion belt production.

(Left) Employee Alicia Muñoz finishes a Stallion custom boot.

(Above) Stallion owner Pedro Muñoz stands between staff members Grace Carrillo and Gerado Pacheco.