

# MILLER INTERNATIONAL

“The designs and reputation of Cinch products make our clothing the number one choice for those who live and breathe the western way of life.”



## The western way of life

Despite what many may think, the western way of life is not so simple. While many farmers and ranchers live simply, it is certainly not a simple life.

From the time the first ray of sun peeks over the horizon, the typical farmer and rancher has already been up for over an hour fixing their strongly-brewed cup of coffee, feeding animals and preparing for the rest of the day's work.

You see, today's typical western man or woman cannot simply sum up everything they do in one word ... because what they do varies

so much. From serving as a veterinarian, electrician and all the way to an engineer, living the western-way-of-life comes with a wide range of roles and responsibilities.

A thing you often hear people say today is, “life is just so busy.” It's common to hear about people's never-ending to-do lists and jam-packed schedules, but for today's western men and women, a 12-hour workday with non-stop activity and a never-ending list of to-dos is “just another day in paradise.”

Not only is the western way of life far from simple and more than busy, it's also considerably unpredictable. While the average person can look at their long-running to-do list and estimate what their day may hold, when the farmer or rancher gets out of bed, they have no idea whether they'll be chasing down a herd of cattle that broke through the fence

overnight, or figuring out how the dang rooster keeps getting into the chicken coop. Along with a number of unpredictable situations, western folks also have to face a number of unpredictable conditions. Out in the country, the weather seems to have a mind of its own—rapidly changing from a mild 65-degrees and then dropping down to freezing with 40 mile per hour gusts of wind.

## WESTERN LIVING AND WESTERN WEAR

When you can't confidently rely on what your day may have in store or what kind of conditions you may face, the one thing you can do is be sure you're ready for it.

The western man and woman needs to know that the clothes they're wearing will hold up and ‘keep up’ with their busy and unpredictable lifestyles. That's why we constantly strive to design the most versatile, dependable and good-looking western wear out there. From jeans that are long-lasting and made to move with you, to shirts and jackets that are just as comfortable as they are functional, our clothes are designed with the western enthusiast in mind.

## WHAT MAKES RELIABLE WESTERN WEAR?

Living the western way of life certainly isn't simple, that's why Cinch strives to provide quality construction in all of our clothing, so that you can be confident that the clothes you're wearing will hold up—no matter what your day may hold.

The vision behind each and every one of our products is to offer options and versatility to the traditional western man and woman. We want to give people ‘freedom’ and flexibility in the clothes they wear, because we know that their busy lives, hectic schedules and unpredictable days can't always offer them the same.

Each of our jeans is made to work with you. They give you room for movement, comfort in



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the saddle and quality construction. Not only does Cinch aim to achieve quality and comfort in its jeans, but we also strive to provide versatility. Our jeans are made to do just as much as the western man or woman does in their day. They are undeniably sharp enough to take you from a day of work and running errands, straight into the riding arena at night. Each jean is thoughtfully designed for a classy look, yet also cleverly crafted to provide optimum performance and comfort.

While our jeans give every western man and woman the type of comfort and versatility they're looking for in a well-worn pair of denim, Cinch's durably designed jackets offer superior functionality. With ample storage space, incredibly warm layers, and a unique weather-resistant technology, every western man and woman can be confident that the clothes they're wearing will get them through

even the most unpredictable parts of their day.

Aside from knowing you're dressed in denim and layers that will work with you for the long-haul, Cinch takes time in designing each and every one of our shirts with a one-of-a-kind style. The designs and reputation of Cinch products make our clothing the number one choice for those who live and breathe the western way of life.

#### THE WESTERN WAY OF LIVING

We know that living the western way of life is far from simple. There are plenty of variables and unpredictable situations to complicate your day. That's why we strive to make at least one part of your day a little simpler—and that's knowing that you're wearing quality clothing that will keep you comfortable and 'keep up' with all that you do in your day. ♦