

STEAMPUNK BOOTS

INTRODUCTORY CAMPAIGN

LANDING PAGE

Steampunk Boots introduces **Bad AF Boots**.

Mid-calf combat boots designed for women who don't blend in and don't dress for approval. Chunky heels. Silver hardware. Steampunk details that turn heads without asking permission.

- These boots are not cosplay.
- They are not subtle.
- They are not for everyone.

Bad AF Boots are available through pop-up shops and private events across Texas this Spring. No traditional storefront and no mass rollout. Just bold boots and a shopping experience with an attitude.

Pop-ups and parties are announced in advance through Facebook groups and direct invitations. Locations are shared only with invited guests. Attendance is limited. Sorry, Karen.

Influencers like *Girl Around Town* have embraced the brand's laid-back, I-could-give-a-shit attitude and the confidence it takes to wear boots like these well. While we love the vibe of our Pop Ups and Parties, we are working on our obligatory website, coming soon.

> CTA: [email field] **Step into Updates**

POP-UP PARTY EMAIL

Subject: Bad AF Boots Are Coming to Texas This Spring

Steampunk Boots is releasing a new line: **Bad AF Boots**.

Mid-calf combat boots built for women who like their footwear loud, confident, and unapologetic. Every pair features silver hardware, chunky heels, and signature steampunk elements that make a statement the moment you walk in.

These boots will be available through pop-up shops across Texas this Spring. Small events. Limited access. No traditional retail. Yet. Website is coming soon.

If you want to know when a pop-up is coming near you, this is how you'll hear about it.

> CTA: [email field] **Step into Updates**

Pop-Up Party Thank You

Subject: Thanks for Popping By

Thanks for stopping by a Steampunk Boots pop-up.

Whether you came to shop, browse, or just see what the hype was about, we're glad you were part of it. Bad AF Boots are meant to be experienced in person, tried on, and worn with confidence.

We'll keep you updated on future pop-ups, new releases, and upcoming events across Texas.

> CTA: [email field] **Step into Updates**

Boots, Boobs & Booze Party Email

Subject: Host a Boots, Booze & Boobs Party

Steampunk Boots doesn't do shopping the usual way.

Boots, Booze & Boobs parties are private shopping events hosted by women who love bold boots and sharing them with friends. Guests get access to Steampunk Boots collections, including the new Bad AF line, in a relaxed, social setting.

- Hosts earn commission on sales.
- Attendance is limited.
- Locations are shared only with invited guests.

Homes, studios, event spaces, even bingo halls when allowed. A Steampunk Boots rep usually attends to answer questions and help with fit and styling. Have you ever seen a ballerina with knee high combat boots? Host a party and she might show up (our founder).

Interested in hosting?

> CTA: [email field] **Step into Updates**

Boots, Boobs & Party Thank You

Subject: Thanks for Joining [HOST NAME]'s Boots, Booze & Boobs Party

Thank you for attending [HOST NAME]'s **Boots, Booze & Boobs party**.

Events like this are how Steampunk Boots stays personal, rare, and a little wild. We appreciate everyone who showed up, supported the host, and leaned into the experience.

We'll keep you in the loop on future pop-ups, new lines, and upcoming events across Texas.

> CTA: [email field] **Step into Updates**

Facebook Post

Steampunk Boots is introducing a new line.

Bad AF Boots.

Mid-calf combat boots with silver hardware, steampunk details, and zero interest in blending in. Built for women who love boots, love confidence, and don't dress to disappear.

Available this Spring through pop-up shops and private events across Texas. Not subtle. Not cosplay. Not for everyone.

> CTA: **Step into Updates**