

THE MINNETONKA MOCCASIN CO.

OUR HISTORY



Family owned and operated for over three generations, Minnetonka has established a reputation for expert craftsmanship, quality materials and distinctive styles that stand the test of time.

1946

Minnetonka Moccasin Company founded by Philip Miller

1952

Philip's son Marshall joins the Minnetonka Moccasin Co.

1955

Minnetonka introduces the iconic Thunderbird moc

1966

Minnetonka moc popularity spreads across the U.S.

1978

The Thunderbird style takes off in Europe

1979

David, grandson of Philip, joins Minnetonka

1981

The Urban Cowboy trend propels Minnetonka into the fashion arena

1990

Minnetonka driving mocs are introduced

1999

Minnetonka sandals are introduced

2007

Fringe mocs are a must-have fashion and celebrity accessory

2009

Minnetonka mocs are popular in nearly 50 countries

2010

Jori Miller becomes the first of the fourth generation to join Minnetonka

2011

Minnetonka mocs are now proudly worn across six continents



Since 1946, Minnetonka has been a staple of American style. As post-war Americans took to the highways exploring the country's natural beauty, they stumbled upon resorts and souvenir shops carrying traditional handmade goods. And in the process, rediscovered America's original footwear in Minnetonka moccasins.

Today, our products can be seen all around the world—from the Boundary Waters of Minnesota to the streets of New York, London, and Tokyo. No matter the footprint, all are made with the same uncompromising craftsmanship using only the finest quality materials. Minnetonka continues to define American culture with classic design that is forever connected to our natural, free-spirited heritage.

Want to learn more? Visit www.minnetonkamoccasin.com.

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