[20/02/2023]

Betts Announces the Launch of The ONYX COLLECTION

FOR IMMEDIATE RELEASE

Perth, Western Australia – Betts is excited to announce the launch of the ONYX COLLECTION, a capsule collection of the hottest new shoes available in the Australian market. The official launch date for the ONYX COLLECTION is 22/02/2023.

The ONYX COLLECTION is inspired by a combination of runway, celebrity and international trends, bringing you chunky platform boots, elevated platform loafers, chunky sneakers and western boots. Shop the collection exclusively at Betts.com.au and in Betts stores around the country.

To celebrate the launch of the ONYX COLLECTION we are throwing an exclusive invite only party in the heart of Melbourne where a mix of Celebrities, Reality TV stars and Aussie Influencer Icons will gather to get an exclusive sneak peek and walk away in their favourite pair of shoes from the range.

“We’re disrupting the footwear market in Australia, taking over in a way that hasn’t been seen in a long time.” – Michael Breckler, Marketing Manager at Betts.

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Betts Group was founded in 1892 in Perth Western Australia, and today is still owned and run by members of the 4th and 5th generation of the founding Breckler family. Michael Breckler and Robyn Moreno of the 5th generation, along with their product and marketing teams, designed, built and marketed the ONYX COLLECTION.

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