

M O O R E
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G I L E S

THE STORY OF THE AMERICAN BISON

The story of the American Bison represents more than one hundred years of struggle and endurance of one of our country's most majestic creatures.

Once abundant throughout North America, millions of bison were hunted during the American Industrial Revolution because of the strength and durability of their hides in manufacturing industrial products. This had a devastating effect on the animal's population and soon they were in danger of becoming extinct.

In 1905, the American Bison Society was formed to save the herds from extinction and protect their rangeland. As a result of their efforts and the efforts of leading conservationists, there is now an abundance of buffalo herds in the U.S.

Today, some of the finest restaurants across the country have bison on their menus. Since their hides are a byproduct of this industry, Moore and Giles is proud to offer a line of luxury bison bags that reveal the same strength and durability discovered years ago.

Americana Bison is a true exotic leather that represents both our past and current preservation of this magnificent animal. The "Americana Bison" is tanned with natural burnishing waxes that bring out this leather's unique bold and rich grain character, while the "Americana Nubuck Bison" offers a softer, more luxurious feel.

As with all of the leathers in our bag and accessories collection, Americana Bison will acquire a distinctive patina with age that is only inherent in the finest natural leathers.