



VIONIC[®]



Spring
Summer
2023/24

VIONIC®

STYLE YOU WANT, COMFORT YOU CRAVE



STABILITY | ARCH SUPPORT | CUSHIONING

THREE-ZONE COMFORT

with ultimate ARCH SUPPORT

WHAT SUPPORTS OUR SUPPORT:

VIO-MOTION - Revolutionary Stability, Arch Support and Cushioning.

INNOVATION - Founded through innovation, it's in our DNA.

DESIGN - Built with science, designed with style.

BRAND PURPOSE:

We want to continue pushing the boundaries of what footcare can be. We do this by utilising the very best in science and technology in every shoe. While at the same time, never skimping on style.

WHY WE DO IT:

When we invented the Vionic Technology we changed footcare forever by making it simple and inexpensive for EVERYONE to care for their feet. This passion remains today. We bring the best technology and make it look good!

BRAND ARCHITECTURE:

Vionic is part of the Caleres Shoes Group (formerly the Brown Shoe Company). Proudly distributed in Australia through Global Footcare Pty Ltd.

KEY MESSAGES:

- Innovation
- Style
- Comfort

PRODUCT OFFERING:

Phenomenal science, the best technology, never compromising on style.

OUR CONSUMER:

Problem Solvers

Our customers probably found us through a recommendation. Either from a Podiatrist, a Friend or Family Member, or the Internet. They meticulously scour as many sources as they can find before making decisions. They want the best, and will work hard to make sure they know what the best is. This nature has made them successful in their professional lives. Style is important to them, but not as important as practicality.

AGE: 35+

- Successful
- Meticulous
- Style conscious
- Does their research
- Early adopters, brand loyal until they see the "next big thing"



Delivering Natural Alignment

Arch-hugging comfort is designed into every shoe we make, supporting your body's natural alignment from the ground up.

VIONIC®

CITRINE AGAVE

RRP: AU \$179.95 | NZ \$199.95 | SGD \$199.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather

NEW



Gold



Black Leather

CITRINE ALVANA

RRP: AU \$199.95 | NZ \$219.95 | SGD \$219.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather

NEW



Tan



Black Leather

CITRINE JULEP

RRP: AU \$199.95 | NZ \$219.95 | SGD \$219.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather

NEW



Cream Wavy



Black Wavy

CITRINE ELLA

RRP: AU \$189.95 | NZ \$209.95 | SGD \$209.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather

CARRY OVER



NEW White Leopard



Nude



Black

PARADISE ORLANDA

RRP: AU \$189.95 | NZ \$209.95 | SGD \$209.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather

NEW



Macaroon Pearlized Snake



Black Pearlized Snake

POPPY ANAYA

RRP: AU \$199.95 | NZ \$219.95 | SGD \$219.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather

NEW



Espresso



Black

VIONIC®

PARADISE KAYTIE

RRP: AU \$199.95 | NZ \$219.95 | SGD \$219.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather

TOP SELLER
CARRY OVER



NEW Clay



Semolina



Black

PARADISE LETICIA

RRP: AU \$189.95 | NZ \$209.95 | SGD \$209.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather

CARRY OVER



Blue Haze



Semolina



Black

PYRITE EMMY

RRP: AU \$229.95 | NZ \$249.95 | SGD \$249.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather

CARRY OVER



Cream



Black

TIDE ALOE

RRP: AU \$119.95 | NZ \$129.95 | SGD \$129.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather

CARRY OVER



NEW Cream Patent



NEW Agave Patent



Black

VIONIC®

REST BELLA



RRP: AU \$119.95 | NZ \$129.95 | SGD \$129.95

Women's Whole Sizes - Wide: 5 - 11

Upper: Leather



NEW Menta Tile



NEW White Tile



NEW Marmalade Tile



NEW Black Tile

REST AMBER



RRP: AU \$139.95 | NZ \$149.95 | SGD \$149.95

Women's Whole Sizes - Wide: 5 - 11

Upper: Leather



NEW Silver Metallic



NEW Gold Metallic



Black Metallic

TIDE MORGAN



RRP: AU \$149.95 | NZ \$159.95 | SGD \$159.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather



White



Black

REST JEANNE



RRP: AU \$159.95 | NZ \$179.95 | SGD \$179.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather



Cream



Rose



Black

VIONIC®

REST KARLEY



RRP: AU \$169.95 | NZ \$189.95 | SGD \$189.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather



Silver



Gold



Cream Wavy



Black Wavy

BLISSFUL RESTORE



RRP: AU \$139.95 | NZ \$149.95 | SGD \$149.95

Unisex Whole Sizes - Medium: 5 - 13

Upper: Leather



Charcoal Vapor
5 - 11



Terracotta
5 - 11



Black/Charcoal
5 - 13

BLISSFUL REJUVENATE



RRP: AU \$139.95 | NZ \$149.95 | SGD \$149.95

Unisex Whole Sizes - Medium: 5 - 13

Upper: Leather



Wasabi
5 - 11



Charcoal/Vapor
7 - 13



Black/Black
5 - 13

BOARDWALK PANAMA



RRP: AU \$99.95 | NZ \$109.95 | SGD \$109.95

Women's Whole Sizes - Medium: 6 - 11

Upper: Leather



Semolina



Navy



Black Canvas

VIONIC®

VENICE PISMO

RRP: AU \$99.95 | NZ \$109.95 | SGD \$109.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Man-made



Cream



Pale Lime



Viola



Navy



Black Canvas

VENICE MALIBU

RRP: AU \$99.95 | NZ \$109.95 | SGD \$109.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather



Cream



Light Grey



Black

BRISK MILES II

RRP: AU \$179.95 | NZ \$199.95 | SGD \$199.95

Women's Whole Sizes - Wide: 5 - 11

Upper: Man-made



White



Blue Shadow

DRIFT TOKYO

RRP: AU \$199.95 | NZ \$219.95 | SGD \$219.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Man-made



Dusty Lavender



Black/Charcoal

VIONIC®

DRIFT SEVILLE

RRP: AU \$179.95 | NZ \$199.95 | SGD \$199.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Man-made



Ginger Root



Azure

BRISK MAREN

RRP: AU \$169.95 | NZ \$189.95 | SGD \$189.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Man-made



White



Lilac



Sky

VORTEX AMALIA

RRP: AU \$199.95 | NZ \$219.95 | SGD \$219.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Man-made



Grey



Black

PLAYMAKER LIMITLESS

RRP: AU \$199.95 | NZ \$219.95 | SGD \$219.95

Women's Whole Sizes - Medium: 7 - 13

Upper: Man-made



Navy



Black

VIONIC®

VORTEX EMBOLDEN

RRP: AU \$199.95 | NZ \$219.95 | SGD \$219.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Man-made



Marshmallow



Blue Haze



Black

AURA PAISLEY

RRP: AU \$229.95 | NZ \$249.95 | SGD \$249.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Leather



White



Black

LYNX AMORIE

RRP: AU \$199.95 | NZ \$219.95 | SGD \$219.95

Women's Whole & half Sizes - Medium: 5, 7-9, 10, 11,

Upper: Leather



Cream Wavy



Black Wavy

INDULGE RELAX

RRP: AU \$99.95 | NZ \$109.95 | SGD \$109.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Man-made



Tan



Black

INDULGE GEMMA

RRP: AU \$99.95 | NZ \$109.95 | SGD \$109.95

Women's Whole Sizes - Medium: 5 - 11

Upper: Man-made



Tan



Black