



vita·sole **VX**

Spring
Summer
2023/24

vita·sole

STEPPING UP YOUR STAPLES.

KEEPING FOOTCARE SIMPLE:

Slip on, go off, forget about it. We make it easy to care about yourself.

MAKING FOOTCARE COOL:

Young people tend to neglect their health. We make it cool to care.

WE DO MORE, SO YOU DO LESS:

We work with local artists, charities and are environmentally conscious.

BRAND PURPOSE:

When you're young; healthcare is reactive, not preventative. We're too busy living in the moment to worry about what's around the corner. Blissfully unaware that taking little preventative steps now, will make a huge difference with those reactive steps later.

WHY WE DO IT:

Once your body starts deteriorating with age you think constantly "I wish I did something about this sooner." We've been through it, and we want to help those who are about to. We want to make it cool (and easy) to care! That applies to everyone - from the young, to the young at heart.

BRAND ARCHITECTURE:

A centrepiece of the Global Footcare family of brands. Global Footcare has a track record of providing the best quality foot care products. We've learnt everything there is to know along the way and now have implemented that knowledge to our own in-house brands.

PRODUCT OFFERING:

Nobody thinks too much about their staples. Why should you? Once you've got them, you forget about them! We provide everyday people a really simple way to take care of themselves every time they slide on their favourite pair of shoes.

DESIGNED FOR COMFORT

Contoured footbed incorporating arch support and heel cup, providing all-day-comfort

ENERGIZING SOLE

Moulded footbed and straps designed for a perfect fit



ULTRALIGHT

EVA Footbed delivering all-day cushioning and comfort

KEY MESSAGES:

- EASY HEALTHCARE
- FUN
- AUSTRALIAN ICON

OUR CONSUMER:

THE NO LONGER YOUNG

These consumers have JUST realised that they should probably start taking their healthcare seriously, but don't want to admit it. They don't want to give up their youth but the "health-conscience" on their shoulder telling them to take care of themselves won't be quiet.

THE FOREVER YOUNG

For these consumers, age is just a number and they haven't taken their foot off the accelerator since they were 18 years old. The thought of putting an orthotic in their shoes (a.k.a admitting they're getting older) just won't do. But if the cool kids are doing it... they will too.

AGE:

- ALL AGES WITH A FOCUS ON YOUTH
- NOT BRAND LOYAL
- OUTDOORSY
- ACTIVE SOCIAL LIFE
- MAKING LIFE CHANGES

vita sole

Not your typical flip flop...

DESIGNED FOR COMFORT

Contoured footbed incorporating arch support and heel cup, providing all-day-comfort

ENERGIZING SOLE

Moulded footbed and straps designed for a perfect fit



ULTRALIGHT

EVA Footbed delivering all-day cushioning and comfort

FLIP-FLOPS FEATURING BUILT-IN ARCH SUPPORT

WOMEN'S VENICE SERIES



TROPIC PRINT

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



LEMON PRINT

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



PALM PRINT

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



BLACK/PEWTER

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



BRONZE

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



BLACK

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



ROSE GOLD

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



PEWTER

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



LAVENDER MAZE

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



BLACK MAZE

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



BLUE MAZE

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



YELLOW MAZE

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95

MEN'S ROME SERIES



NEW TANGERINE

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



NEW BLUE

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



MEN'S BLACK

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95



NEW MEN'S NAVY

RRP: AU \$34.95 | NZ \$39.95 | SGD \$39.95

VITA SOLE SS23/24 RANGE



VX WALKER MESH

RRP: AU \$159.95 | NZ \$179.95 | SGD \$179.95
 Women's/Men's Whole Sizes - EURO 36 - 47
 Upper: Man made

CARRY OVER



Grey
US 36 - 45



NEW Lavender
US 36 - 42



NEW White
US 36 - 42



NEW Tangerine
US 36 - 42



Blue
US 36 - 45



Navy
US 38 - 47



Black
US 36 - 47

VITALITY IS OUR ENTRY INTO THE FAST MOVING EVA ONE PIECE SANDAL MARKET. Unique design inspired in sport and a perfect companion to VX WALKER. Incorporating rocker sole, Arch profile and crazy soft and comfortable EVA footbed.



VITALITY

RRP: AU \$69.95 | NZ \$79.95 | SGD \$79.95
 Unisex Whole Sizes - US M4/W5 - M13/W14
 Upper: Man made (EVA)



Lavender
US M4/W5 - M10/W11



Beige
US M4/W5 - M10/W11



White
US M4/W5 - M10/W11



Blue
US M4/W5 - M10/W11



Tangerine
US M4/W5 - M10/W11



Black
US M4/W5 - M13/W14

EVERYDAY COMFORT FULL LENGTH INSOLE

RRP: AU \$49.95 | NZ \$54.95 | SGD \$54.95
 Unisex Sizes - XS - XXL
 Includes a **FREE SUPPORT BOOSTER**
 add-on to increase the arch profile



MEDIUM DENSITY



SUPPORT BOOSTER



EVERYDAY COMFORT 3/4 LENGTH INSOLE

RRP: AU \$49.95 | NZ \$54.95 | SGD \$54.95
 Unisex Sizes - XS - XXL
 Includes a **FREE SUPPORT BOOSTER**
 add-on to increase the arch profile



MEDIUM DENSITY



SUPPORT BOOSTER



EVERYDAY ACTIVE FULL LENGTH INSOLE

RRP: AU \$49.95 | NZ \$54.95 | SGD \$54.95
 Unisex Sizes - XS - XXL
 Includes a **FREE SUPPORT BOOSTER**
 add-on to increase the arch profile



FIRM DENSITY



SUPPORT BOOSTER

