

# VIONIC®



SS / 17

THE SCIENCE OF STYLE

# VIONIC®

## THE SCIENCE OF STYLE

Since its inception, Vionic has embodied life-changing support. Now, there's even more to love. For spring 2017 we've engineered our orthotic technology into on-trend styles your customers will covet. Through relentless innovation and modern, thoughtful design, we're refreshing our mission to deliver not only the support she needs, but the style she craves.

With our trusted orthotic technologies at the core of our collection, we're opening up style possibilities that she may once have believed were off limits. Pointed-toe flats, wedge espadrilles, peep-toe booties and block heels steal the spotlight this season. We're taking her from casual and comfortable to work-ready in seconds, all without sacrificing the unmatched support she's come to expect from Vionic.

That support is what keeps her coming back, season after season, and it's inspired an unparalleled loyalty to the Vionic brand. But now, with in-depth consumer research behind us, we've heard her latest message loud and clear. Support is essential, but style isn't just a bonus. That's why we've made it our mission to deliver the eye-catching essentials that she'll live her life in, from brunch to the boardroom and everything in between.

WE INVITE YOU TO EXPLORE OUR  
MOST EXCITING SPRING COLLECTION YET,  
AND TO HELP US USHER IN VIONIC 2.0!



## ELEVATED SUPPORT

OUR BIOMECHANICAL FOOTBED HUGS YOUR CURVES  
SO YOU CAN TAKE THE DAY IN STRIDE.



## NATURAL ALIGNMENT

OUR BIOMECHANICAL FOOTBED SUPPORTS YOU  
FROM THE GROUND UP.



# TRANSITIONAL STYLES

BREAK AWAY FROM THE WINTER COLD AND  
USHER IN THE WARMTH WITH BOOTIES THAT  
TOE THE LINE BETWEEN THE SEASONS.



ALOFT CHRYSSA, PII  
UPRIGHT STERLING, PII  
ALOFT HARLOW, PII



PERFORATIONS, BUCKLE DETAILS AND DISTRESSED NUBUCK  
ADD VISUAL INTEREST TO THESE YEAR-ROUND STAPLES.



# BACK<sup>TO</sup> WORK STYLES

CONQUER THE BOARD ROOM IN COMFORT WITH  
THESE WEAR-TO-WORK NECESSITIES.

PEP SOLANA, P12  
PROUD BRIA, P13  
SPARK MINNA, P28



STACKED WEDGES, HEELS AND BALLET FLATS COMPLETE  
ANY POLISHED AND PROFESSIONAL ENSEMBLE.



## THE PLATFORM WEDGE

ADD HEIGHT WITHOUT SUBTRACTING COMFORT  
WITH THESE ELEVATED, PLATFORM STYLES.

---

PACIFIC BOLINAS, P17  
PACIFIC CAPITOLA, P17  
PACIFIC HIGH TIDE, P17



## THE ESPADRILLE

A SUMMER STAPLE, REINVENTED WITH VIONIC SUPPORT.

ARUBA CALYPSO, P15  
NOBLE TANSY, P15  
COAST VALERI, P16





# GLADIATOR

BUCKLE DOWN WITH DARING DETAILS. ANIMAL PRINTS AND METALLIC EMBELLISHMENTS THAT STEAL THE SPOTLIGHT.



REST SAHARA, P23  
REST SONORA, P23







REST NALA, P24



## EMBELLISHED

### TOE-POST

AN EYE-CATCHING EDGE ADDS INTEREST TO A POPULAR SILHOUETTE WITH THE REST NALA SANDAL.

INTRODUCING  
ELATION 1.0

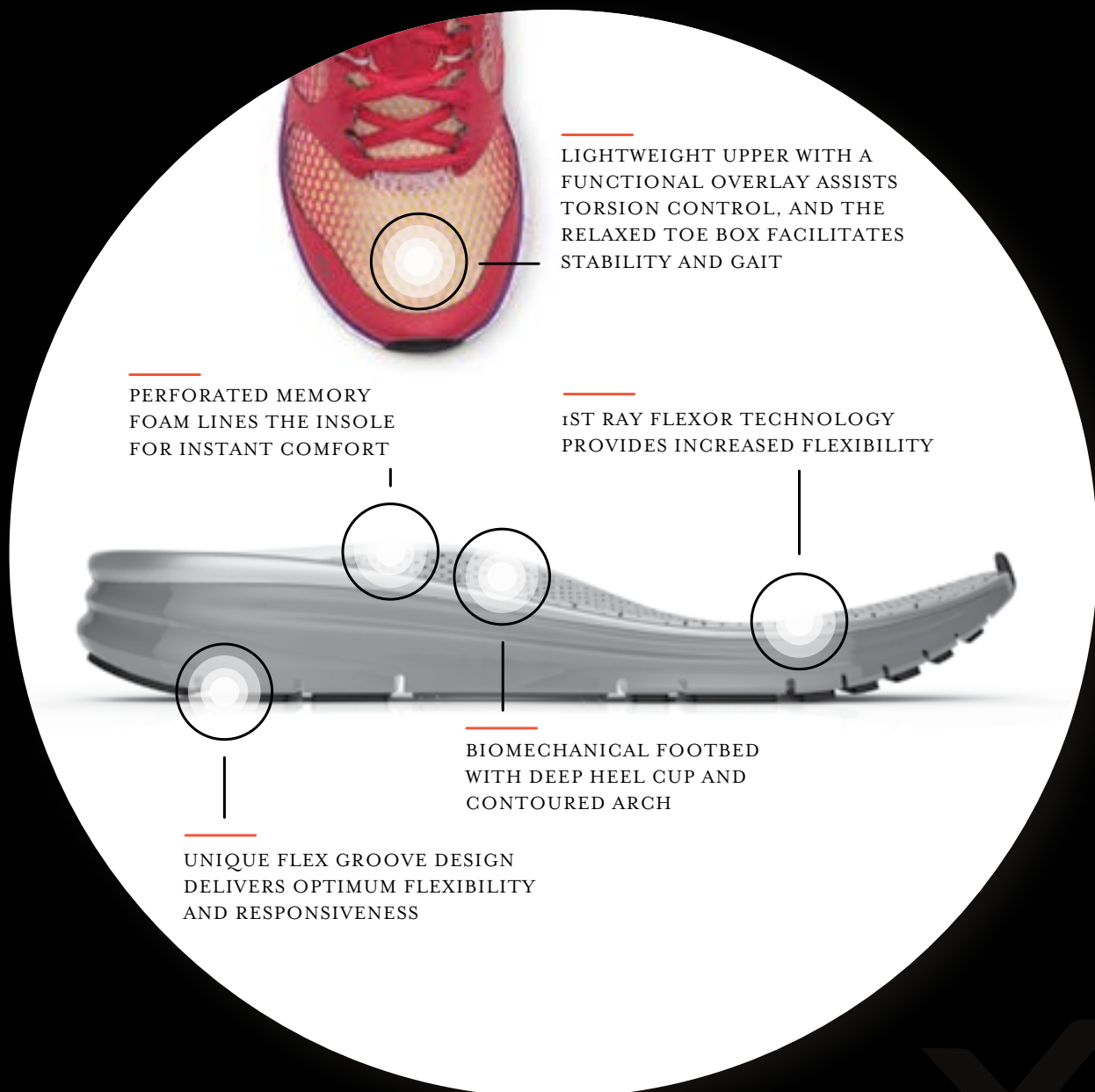


PURE SYNERGY



# OUR NEWEST BIOMECHANICAL INNOVATION FROM VIONIC

Developed with synergy in mind, the Elation I.O trainer's insole, midsole and outsole are seamlessly integrated into a dynamic dual-density unit.





CARAMEL, CRML



BLACK, BLK



## ALOFT HARLOW

Style **382HARLOW** | MSRP **\$149.95** | Start Ship **December 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

A streamlined approach to the gladiator sandal, Aloft Harlow's multi-strap detail and stacked heel give it an eye-catching edge.

**Upper:** Leather **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber



GREIGE, GRG



LIGHT SAND, LTSND



BLACK, BLK



## ALOFT CHRYSSA

Style **382CHRYSSA** | MSRP **\$149.95** | Start Ship **December 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

Make a seamless transition from winter to spring with the Aloft Chryssa peep-toe ankle bootie. Decorative perforations and a double-buckle detail adorn the upper.

**Upper:** Suede **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber



BLACK, BLK



GREIGE, GRG



SADDLE, SDDL



## UPRIGHT STERLING

Style **322STERLING** | MSRP **\$159.95** | Start Ship **Immediate**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11 | Wide: 5, 6-10, 11**

Daring details demand attention on the Upright Sterling. A sassy side-zip and asymmetrical topline give this ankle bootie a confidence-boosting edge.

**Upper:** Leather or Suede **Footbed:** Removable Microfiber Wrapped EVA

**Outsole:** Durable Rubber





BLACK, **BLK**



SADDLE, **SDDL**



## PEP **SOLANA** LEATHER UPPER

Style **382SOLANA** | MSRP **\$139.95** | Start Ship **March 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

Pep Solana's modest block-stacked heel lends stability as well as style to this warm-weather favorite. It features two straps across the vamp and ankle and easy hook-and-loop closures.

**Upper:** Leather **Footbed:** Man-Made **Outsole:** Durable Rubber



SADDLE, **SDDL**



BLACK, **BLK**



NATURAL SNAKE, **NATSNK**



## PERK **CARMEL** LEATHER UPPER

Style **382CARMEL** | MSRP **\$139.95** | Start Ship **March 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

Perk Carmel's three-buckle strap silhouette is the height of sexy sophistication. In black, saddle and natural snake, it's the quintessential high heel for summer nights on the town.

**Upper:** Leather or Printed Leather **Footbed:** Man-Made  
**Outsole:** Durable Rubber



NATURAL SNAKE, NATSNK



CARAMEL, CRML



BLACK, BLK



## PROUD BRIA

Style **389BRIA** | MSRP **\$129.95** | Start Ship **December 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11 | Wide: 6-10, 11**

Proud Bria takes her wearer from work through play, all in a day. This sleek peep-toe wedge showcases supple leather and a wrapped heel for professional practicality.

**Upper:** Leather or Printed Leather **Footbed:** Microfiber Wrapped EVA

**Outsole:** TR



**NEW** WHITE SNAKE, WHTSNK



TAN LEOPARD, TANLPRD



TAN, TAN



BLACK, BLK



## NOBLE LAURIE

Style **382LAURIE** | MSRP **\$139.95** | New Color Start Ship **January 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11 | Wide: 6-10, 11**

Buckled straps across the vamp and ankle and a gorgeous leather-stacked heel make Noble Laurie the quintessential wedge. Worn with a sun dress or slacks, this classic is sure to deliver timeless style.

**Upper:** Leather or Printed Leather **Footbed:** Microfiber Wrapped EVA

**Outsole:** TR



RED, RED



WHITE, WHT



CARAMEL, CRML



BLACK, BLK



## PARK ORCHID



Style **380ORCHID** | MSRP **\$99.95** | Start Ship **March 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

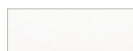
An elevated take on the Karina sandal, Park Orchid lends added height to this well-loved style.

**Upper:** Leather **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber



BLACK, BLK



WHITE, WHT



CARAMEL, CRML



## PARK NOLEEN



Style **382NOLEEN** | MSRP **\$119.95** | Start Ship **February 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

Earthy elements adorn the Park Noleen t-strap demi-wedge, which features delicate details lining the vamp and a double-buckle closure at the ankle.

**Upper:** Leather **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber



GREIGE, GRG



PINK, PNK



BLACK, BLK



## PARK KALIE



Style **385KALIE** | MSRP **\$119.95** | Start Ship **February 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

Blending ghillie with gladiator, Park Kalie dares to be different. With kid-suede uppers in black, pink and greige, this demi-wedge showcases her wild side.

**Upper:** Leather **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber



PEWTER, PWTR



GOLD, GLD



BLACK, BLK



## ARUBA CALYPSO

Style **385CALYPSO** | MSRP **\$139.95** | Start Ship **January 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

The Aruba Calypso espadrille wedge features a jute-wrapped heel and ghillie ties at the ankle. In black suede or metallic leathers, Calypso goes from beach to brunch effortlessly.

**Upper:** Leather or Suede **Footbed:** Microfiber Wrapped EVA **Outsole:** TR



PURPLE, PRPL



CAMEL, CRML



PINK, PNK



BLACK, BLK



## NOBLE TANSY

Style **385TANSY** | MSRP **\$139.95** | Start Ship **February 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

Show some toe with the Noble Tansy espadrille! Featuring a jute-wrapped heel and ghillie ties at the ankle, this wedge offers sensible height and stunning style.

**Upper:** Suede **Footbed:** Microfiber Wrapped EVA **Outsole:** TR





YOUR **NEW FAVORITE** WEEKEND  
SHOE HAS ARRIVED!

THE VALERI FLAT ESPADRILLE EMBODIES  
EASE & EFFORTLESSNESS.



CORAL, CRLSTRP



TAN, SNDSTRP



NAVY, NVYSTRP



BLACK, BLK



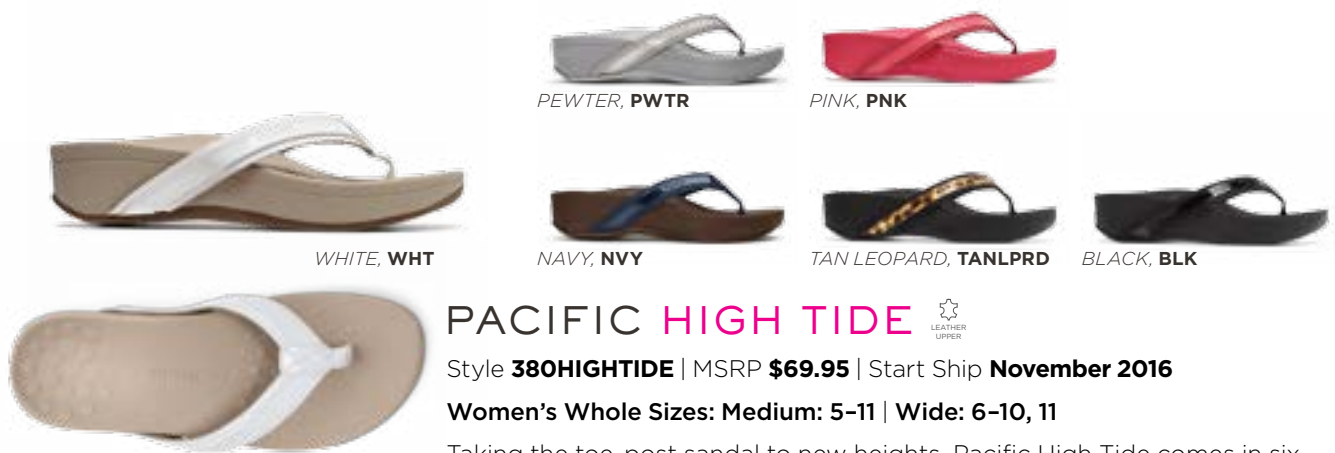
## COAST **VALERI**

Style **356VALERI** | MSRP **\$99.95** | Start Ship **January 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

The Coast Valeri flat espadrille features a jute-wrapped base and a stretch textile upper in summer-ready stripes and solids.

**Upper:** Stretch Gore **Footbed:** Removable Microfiber Wrapped EVA  
**Outsole:** TR



## PACIFIC HIGH TIDE LEATHER UPPER

Style **380HIGHTIDE** | MSRP **\$69.95** | Start Ship **November 2016**

**Women's Whole Sizes: Medium: 5-11 | Wide: 6-10, 11**

Taking the toe-post sandal to new heights, Pacific High Tide comes in six versatile color ways. With a dual-density midsole for optimal comfort, it's the warm-weather essential you'll want to pack for every excursion.

**Upper:** Leather & Textile **Footbed:** EVA **Outsole:** Durable Rubber



## PACIFIC CAPITOLA LEATHER UPPER

Style **380CAPITOLA** | MSRP **\$89.95** | Start Ship **January 2017**

**Women's Whole Sizes: Medium: 5-11**

Pacific Capitola features a micro-stud detail across the vamp, leather uppers and a buckle for adjustability. A dual density platform midsole adds height as well as comfort.

**Upper:** Leather **Footbed:** EVA **Outsole:** Durable Rubber



## PACIFIC BOLINAS LEATHER UPPER

Style **382BOLINAS** | MSRP **\$89.95** | Start Ship **November 2016**

**Women's Whole Sizes: Medium: 5-11**

Pacific Bolinas offers three points of adjustability atop a dual-density platform midsole, while snake uppers add intrigue.

**Upper:** Printed Leather **Footbed:** EVA **Outsole:** Durable Rubber



TIDE SEQUINS, P19  
TIDE RHINESTONES, P20

A CLASSIC FAVORITE  
WITH MORE TO LOVE.



NAVY, NVY



TEAL, TEAL



CORAL, CRL



## TIDE SPORT



Style **340TIDESPRT** | MSRP **\$64.95**

Start Ship **December 2016**

**Women's Whole Sizes: Medium: 5-12**

A sleek update to the classic Tide sandal, Tide Sport features a trendy white outsole and patent straps in three bold color ways.

**Upper:** Leather & Textile **Footbed:** EVA

**Outsole:** Durable Rubber



**NEW** TEAL FLORAL, TEALFLRL



**NEW** PINK FLORAL, PNKFLRL



WHITE/NAVY, WHTNVY



WHITE/BLACK, WHTBLK



BLACK, BLK



## TIDE SEQUINS



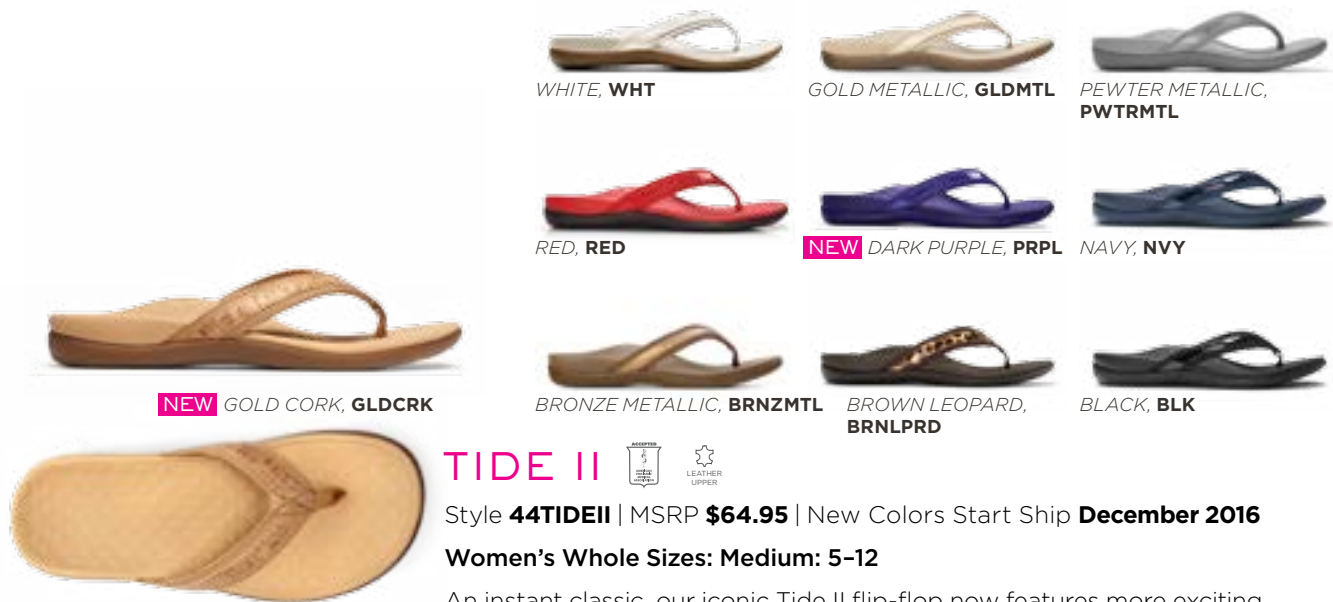
Style **44TIDESQ** | MSRP **\$69.95** | New Colors Start Ship **January 2017**

**Women's Whole Sizes: Medium: 5-12**

In bold ikat and floral prints, Tide Sequins shines bright while showcasing the iconic technology that makes the style a must-have.

**Upper:** Multi-Sequins **Footbed:** EVA **Outsole:** Durable Rubber





## TIDE II



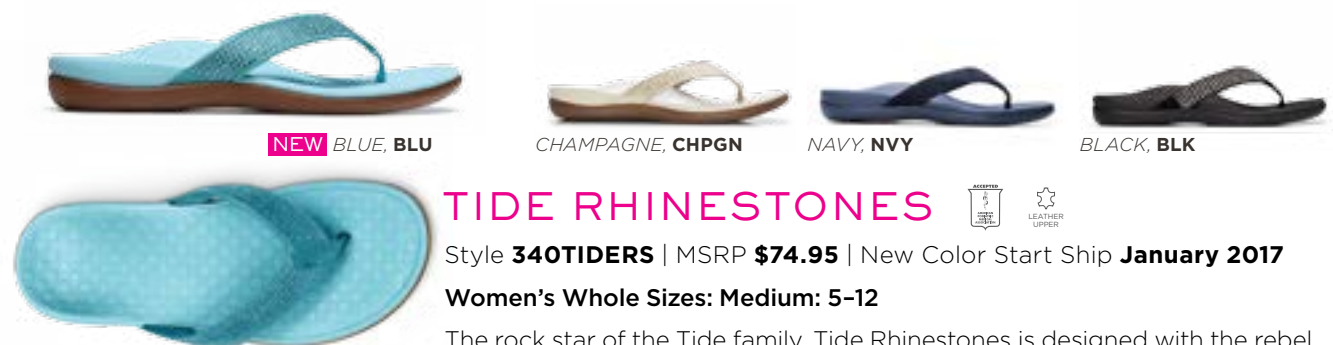
Style **44TIDEII** | MSRP **\$64.95** | New Colors Start Ship **December 2016**

**Women's Whole Sizes: Medium: 5-12**

An instant classic, our iconic Tide II flip-flop now features more exciting variations. With bright pops of color, classic neutrals, metallics, exotic print, there's more to love than ever before.

**Upper:** Leather & Textile or Natural Cork & Textile

**Footbed:** EVA **Outsole:** Durable Rubber



## TIDE RHINESTONES



Style **340TIDERS** | MSRP **\$74.95** | New Color Start Ship **January 2017**

**Women's Whole Sizes: Medium: 5-12**

The rock star of the Tide family, Tide Rhinestones is designed with the rebel in mind. Classic neutral color ways and eye-catching bling are sure to earn a place in the spotlight.

**Upper:** Leather **Footbed:** EVA **Outsole:** Durable Rubber



BLUE SNAKE, **BLUSNK**



GOLD SNAKE, **GLDSNK**



BLACK SNAKE, **BLKSNK**



## GRACE JURA



Style **341JURA** | MSRP **\$129.95** | Start Ship **February 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

Not for the faint of heart, Grace Jura's two-strap silhouette makes a bold statement. A substantial footbed offers maximum stability.

**Upper:** Printed Leather **Footbed:** Microfiber Wrapped EVA

**Outsole:** TR



**NEW** WHITE SNAKE, **WHTSNK**



**NEW** NATURAL SNAKE, **NATSNK**



TAN, **TAN**



BLACK, **BLK**



## GRACE SAMAR



Style **342SAMAR** | MSRP **\$139.95** | New Colors Start Ship **February 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

Grace Samar is an all-out winner with two buckled straps, supple leather and gold or silver-toned hardware. In tan, black or snake printed leather, she's sure to make a lasting impression.

**Upper:** Leather or Printed Leather **Footbed:** Microfiber Wrapped EVA

**Outsole:** TR



REST DORIE, P26  
REST NALA, P24

**S H I N E** WITH METALLIC EMBELLISHMENTS  
& SHIMMERY PIXEL SUEDE.



SILVER PIXEL, SLVPXL



**NEW** TAN PIXEL, TANPXL



BLACK PIXEL, BLKPXL



**NEW** CORAL PIXEL, CRLPXL

## SELENA CORFU



Style **344CORFU** | MSRP **\$99.95** | New Colors Start Ship **January 2017**

**Women's Whole Sizes: Medium: 5-11**

Sure to be an instant wardrobe staple, the leather-covered Selena Corfu flip-flop offers understated elegance with a slim silhouette.

**Upper:** Pixel Suede **Footbed:** Leather Covered EVA

**Outsole:** Durable Rubber





CARAMEL, CRML



WHITE, WHT



BLACK, BLK



## REST SONORA



Style **342SONORA** | MSRP **\$109.95** | Start Ship **February 2017**

**Women's Whole Sizes: Medium: 5-11**

Metallic coin details adorn the vamp of this updated gladiator sandal. In three essential color ways, it's sure to become the not-so-basic go-to style in your summer arsenal.

**Upper:** Leather **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber



NATURAL SNAKE, NATSNK



CARAMEL, CRML



TAN LEOPARD, TANLPRD



BLACK, BLK



## REST SAHARA



Style **342SAHARA** | MSRP **\$109.95** | Start Ship **February 2017**

**Women's Whole Sizes: Medium: 5-11**

With three prominent metallic buckles, Rest Sahara features the best of style and adjustability.

**Upper:** Leather or Haircalf **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber





WHITE, WHT



GOLD CORK, GLDCRK



TEAL, TEAL



RED, RED



BLACK, BLK



## REST NALA



Style **340NALA** | MSRP **\$99.95** | Start Ship **January 2017**

**Women's Whole Sizes: Medium: 5-11 | Wide: 6-11**

A chic t-strap with an element of boldness, the Rest Nala's geometric stud details are sure to be the focal point of any summer look.

**Upper:** Leather **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber



BLACK, BLK



CARAMEL, CRML



CORAL, CRL



## REST SOSHA



Style **340SOSHA** | MSRP **\$99.95** | Start Ship **February 2017**

**Women's Whole Sizes: Medium: 5-11**

Fabulous fringe sets this t-strap apart from the crowd. Rest Sosha's boho chic vibe is fun, flirty and festival-ready.

**Upper:** Leather **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber



**NEW** PINK, PNK



WHITE, WHT



**NEW** GOLD CORK, GLDCRK



PEWTER, PWTR



**NEW** DENIM, DNM



TORTOISE, TRT



BLACK, BLK



## REST BELLA II



Style **44BELLAI** | MSRP **\$74.95** | New Colors Start Ship **December 2016**

**Women's Whole Sizes: Medium: 5-11 | Wide: 6-11**

The best-selling Rest Bella II toe-post sandal is a true beauty with a dainty bow detail.

**Upper:** Man-Made or Natural Cork or Denim

**Footbed:** Microfiber Wrapped EVA **Outsole:** Durable Rubber



**NEW** TORTOISE, TRT



NATURAL SNAKE, NATSNK



**NEW** PURPLE, PRPL



BLACK, BLK



## REST KARINA



Style **340KARINA** | MSRP **\$89.95** | New Colors Start Ship **December 2016**

**Women's Whole Sizes: Medium: 5-12 | Wide: 6-11**

The beloved Rest Karina toe-post sandal features adjustable leather straps and a bold metal ring detailing the vamp. In two bold hues, it's sure to be the cherry on top of any ensemble.

**Upper:** Leather or Printed Leather or Man-Made **Footbed:** EVA

**Outsole:** Durable Rubber



GOLD CORK, GLDCRK



**NEW** GREY SNAKE, GRYSNK



TEAL SNAKE, TEALSNK



BRONZE CROCO, BRNZCROC



BLACK CROCO, BLKCROC



## REST FLORIANA



Style **340FLORIANA** | MSRP **\$79.95** | New Color Start Ship **December 2016**

**Women's Whole Sizes: Medium: 5-12 | Wide: 6-11**

The Rest Floriana toe-post sandal is intricately designed with earthy stones in geometric shapes, dainty riveting and gorgeously textured material.

**Upper:** Man-Made or Natural Cork **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber



GOLD CORK, GLDCRK



WHITE SNAKE, WHTSNK



BLACK SNAKE, BLKSNK



## REST DORIE



Style **341DORIE** | MSRP **\$79.95** | Start Ship **January 2017**

**Women's Whole Sizes: Medium: 5-11**

Rest Dorie's simple silhouette gives way to serious support. With two overlapping straps, this slide provides modest coverage in three neutral color ways.

**Upper:** Printed Man-Made or Natural Cork

**Footbed:** Microfiber Wrapped EVA **Outsole:** Durable Rubber



**NEW** CORAL, CRL



GOLD, GLD



PEWTER, PWTR



BLACK, BLK



## REST SAMOA



Style **341SAMOA** | MSRP **\$89.95** | New Color Start Ship **December 2016**

**Women's Whole Sizes: Medium: 5-11 | Wide: 6-11**

Rest Samoa is the optimal combination of gilded style and casual comfort. With a hint of gore and metallic detailing, it's an elegant take on a resort-ready style.

**Upper:** Printed Suede **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber



PEWTER, PWTR



GOLD CORK, CRK



BLACK PATENT, BLKPNT



## REST CAMILA



Style **341CAMILA** | MSRP **\$79.95** | Start Ship **Immediate**

**Women's Whole Sizes: Medium: 5-11**

Adorable and adjustable, this sandal features a metal trim detail and hook-and-loop closure on the straps.

**Upper:** Man-Made or Natural Cork **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber



**NEW** TORTOISE, TRT



WHITE, WHT



GOLD CORK, GLDCRK



RED CROCO, REDCROC



BLACK PATENT, BLKPNT



## REST PAROS



Style **342PAROS** | MSRP **\$79.95** | New Color Start Ship **December 2016**

**Women's Whole Sizes: Medium: 5-11**

With three points of adjustability and a durable rubber outsole, the casual Rest Paros sandal is perfect for running errands or relaxing poolside.

**Upper:** Man-Made **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber



**NEW** TEAL SNAKE, TEALSNK



GOLD CORK, GLDCRK



NATURAL SNAKE, NATSNK



NAVY, NVY



TORTOISE, TRT



BLACK CROCO, BLKCROC



## REST AMBER



Style **44AMBER** | MSRP **\$79.95** | New Color Start Ship **December 2016**

**Women's Whole Sizes: Medium: 5-12 | Wide: 6-11**

The best-selling Rest Amber casual sandal offers hook-and-loop closures on the vamp and backstrap for maximum adjustability.

**Upper:** Man-Made or Natural Cork **Footbed:** Microfiber Wrapped EVA

**Outsole:** Durable Rubber





**NEW** GOLD, GLD



NUDE, NDE



PEWTER, PWTR



BLACK, BLK



## SPARK SURIN



Style **359SURIN** | MSRP **\$119.95** | New Color Start Ship **November 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11 | Wide: 6-10, 11**

The Spark Surin is the must have ballet flat for spring, with lovely laser cut patterns adorning the shoe's supple leather. Slight elasticity in the topline is an added fit and comfort feature.

**Upper:** Leather **Footbed:** Removable Microfiber Wrapped EVA

**Outsole:** TR



**NEW** LIGHT TAN, LTTAN



NATURAL SNAKE, NATSNK



TAN, TAN



**NEW** CORAL SNAKE, CRL



NAVY SNAKE, NVYSNK



GREY SNAKE, GRYSNK



BLACK, BLK



## SPARK MINNA



Style **359MINNA** | MSRP **\$119.95** | New Color Start Ship **November 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11, 12 | Wide: 6-10, 11**

Leather, suede or textured snake make up the body of this cute classic ballet flat.

**Upper:** Leather or Printed Leather

**Footbed:** Removable Microfiber Wrapped EVA **Outsole:** Durable Rubber



## GEM LUCINDA



Style **355LUCINDA** | MSRP **\$119.95**

Start Ship **December 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

An on-trend blend of sophistication and sass, the Gem Lucinda flat features supple suede, a pointed toe and ghillie laces that tie at the ankle.

**Upper:** Leather **Footbed:** Microfiber Wrapped EVA

**Outsole:** TR

TAN, CRML

BLACK, BLK

PINK, PNK



NATURAL SNAKE, NATSNK



GUNMETAL SNAKE, GNMTLSNK



**NEW** GOLD CORK, GLDCRK



TAN LEOPARD, TANLPRD



**NEW** DENIM, DNM



BLACK SNAKE, BLKSNK



## GEM CABALLO



Style **359CABALLO** | MSRP **\$119.95** | New Colors Start Ship **November 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11 | Wide: 6-10, 11**

A new Vionic silhouette, Gem Caballo features a pointed toe with an envelope vamp detail. Made with a snake, haircalf, denim or natural cork upper, you'll want a pair in every color way.

**Upper:** Printed Leather or Haircalf or Denim or Natural Cork

**Footbed:** Microfiber Wrapped EVA **Outsole:** TR



GREY, GRY



WHITE, WHT



BLACK, BLK



## SPLENDID MIDI PERF



Style **356MIDIPERF** | MSRP **\$129.95** | Start Ship **December 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

With the Splendid Midi cupsole sneaker, casual has never looked so cool. This slip-on features a perforated leather upper and twin gore panels for all-day walkability.

**Upper:** Leather **Footbed:** Removable Microfiber Wrapped EVA

**Outsole:** Durable Rubber

**NEW** IVORY SNAKE, IVRYSNK

GUNMETAL SNAKE, GNMTLSNK



BRONZE SNAKE, BRNZSNK



BLACK SNAKE, BLKSNK



## CHILL LARRUN



Style **356LARRUN** | MSRP **\$119.95** | New Color Start Ship **November 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

Textured snake uppers add intrigue to this chic, classic loafer. A durable rubber outsole provides added functionality.

**Upper:** Printed Leather **Footbed:** Removable Microfiber Wrapped EVA

**Outsole:** TR

**NEW** GOLD, GLD

COGNAC, TAN



NAVY, NVY



BLACK, BLK



## CHILL KENYA



Style **356KENYA** | MSRP **\$129.95** | New Color Start Ship **November 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

A luscious suede or leather upper is adorned with a decorative horsebit detail on the Chill Kenya.

**Upper:** Leather **Footbed:** Removable Microfiber Wrapped EVA

**Outsole:** TR



CORAL, CRL



TAUPE, TPE



TEAL, TEAL



BLACK, BLK



## SAGE DESTIN



Style **3100DESTIN** | MSRP **\$79.95** | Start Ship **March 2017**

**Women's Whole Sizes: Medium: 5-11**

Outdoor sensibility meets casual comfort with the Sage Destin toe-post sandal. A rugged outsole lends versatility to this leather flip-flop along with a triple-density midsole.

**Upper:** Leather **Footbed:** EVA **Outsole:** Durable Rubber



CORAL, CRL



GREY/YELLOW, GRYYLW



BLACK, BLK



## SAGE BRAEDEN



Style **3101BRAEDEN** | MSRP **\$89.95** | Start Ship **March 2017**

**Women's Whole: Medium: 5-11**

A different kind of summer slide, the Sage Braeden offers a rugged outsole, adjustable straps and a triple-density midsole for contoured comfort.

**Upper:** Leather & Textile **Footbed:** EVA **Outsole:** Durable Rubber



GREY/YELLOW, GRYYLW



BERRY, BRRY



NAVY, NVY



CHARCOAL, BLKCHRCL



## SAGE DORRIN

Style **3102DORRIN** | MSRP **\$89.95** | Start Ship **March 2017**

**Women's Whole Sizes: Medium: 5-11**

Strap in for the long haul with the Sage Dorrin outdoor sandal. With a buckled strap for added adjustability and a triple-density midsole, this style offers support that's sure to last all day.

**Upper:** Textile **Footbed:** EVA **Outsole:** Durable Rubber





AGILE KEA, P35  
FLEX SIERRA, P34

## PURE SYNERGY

THE NEWEST BIOMECHANICAL  
INNOVATION FROM VIONIC.



WHITE/SILVER, **WHTSIL**



PINK OMBRE, **PNKOMB**



GREY/CORAL, **GRYCRL**



BLACK/TEAL, **BLKTEL**

## ELATION 1.0

Style **335ELATION1** | MSRP **\$139.95** | Start Ship **December 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

The Elation 1.0 seamlessly integrates the biomechanical insole, midsole and outsole in to a dynamic dual-density unit. Memory foam adds instant comfort and 1st Ray technology facilitates flexibility.

**Upper:** Man-Made & Textile

**Footbed/Outsole:** Co-Molded Proprietary EVA Compound with Rubber Outsole



PURPLE, PRPL



TEAL, TEAL



BLACK, BLK



## FLEX AVIVA



Style **336AVIVA** | MSRP **\$109.95** | Start Ship **December 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

A sporty slip-on, Flex Aviva's knit upper promotes breathability. Perfect for pre and post-workout wear, this active flat takes her from the store to the studio with ease. Features 1st Ray technology in the outsole and insole.

**Upper:** Textile **Footbed:** EVA **Outsole:** Durable Rubber



BLACK, BLK



GREY, GRY



## FLEX DARCY



Style **336DARCY** | MSRP **\$119.95** | Start Ship **December 2016**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

The Flex Darcy sneaker features a laceless upper, opting for a modern hook-and-loop strap for a snug fit and essential stability. Designed with 1st Ray technology in both the outsole and insole.

**Upper:** Textile **Footbed:** EVA **Outsole:** Durable Rubber



**NEW** YELLOW, YLLW



PINK, PNK



NAVY, NVY



BLACK/CHARCOAL,  
BLKCHRL



## FLEX SIERRA



Style **335SIERRA** | MSRP **\$129.95** | New Color Start Ship **January 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11 | Wide: 6-10, 11**

With an unprecedented blend of technical features, the Flex Sierra showcases an engineered knit upper for added breathability and a dual-density outsole. Rubber elements add traction under foot.

**Upper:** Textile **Footbed:** EVA **Outsole:** Durable Rubber



**NEW** TEAL, TEAL



NAVY, NVY



BLACK, BLK



**NEW** GREY/YELLOW, GRYYLW

## DRIFT SATIMA



Style **335SATIMA** | MSRP **\$139.95** | New Colors Start Ship **January 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

Characterized by sound stability, Drift Satima features a substantial dual-density outsole, 1st Ray technology and a sturdy, multi-material upper. Contrasting laces and lining complement the serious support inside.

**Upper:** Textile **Footbed:** EVA **Outsole:** Durable Rubber





**NEW** PINK, PNK



GREY, GRY



NAVY, NVY



BLACK/BLACK, BLKBLK



## AGILE OPAL

Style **336OPAL** | MSRP **\$89.95** | New Color Start Ship **January 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11 | Wide: 6-10, 11**

Agile Opal gives classic style an active edge. With a mesh upper, elasticized double-straps across the vamp and a lightweight EVA footbed, this style stands out in a handful of vibrant hues.

**Upper:** Textile **Footbed:** EVA **Outsole:** Durable Rubber



**NEW** GREY/BLUE, GRYBLU



**NEW** BERRY MULTI, BRRYMLTI



NAVY, NVY



BLACK, BLK



**NEW** BLACK/BLACK, BLKBLK



## AGILE KEA

Style **336KEA** | MSRP **\$99.95** | New Colors Start Ship **January 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11 | Wide: 6-10, 11**

Agile Kea is a simple slip-on with essential support. With a colorful mesh upper and twin gore panels on the vamp for ease of movement, all-around comfort is the name of the game.

**Upper:** Mesh **Footbed:** EVA **Outsole:** Durable Rubber







**NEW** CORAL, CRL



LIGHT GREY, LTGRY



NAVY, NVY



BLACK, BLK



## AGILE FYN

Style **335FYN** | MSRP **\$109.95** | New Color Start Ship **January 2017**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11 | Wide: 6-10, 11**

Agile Fyn's sturdy EVA midsole adds stability to this sleek active sneaker. With a rubber tread for added traction, Agile Fyn also features contrasting ombre laces and a breathable mesh upper with a hint of stretch.

**Upper:** Textile **Footbed:** EVA **Outsole:** Durable Rubber



WHITE/BLE, WHTBLU



TAUPE, TPE



BLACK, BLK



WHITE/PINK, PNK

## VIONIC WALKER

Style **23WALK** | MSRP **\$99.95** | Start Ship **Immediate**

**Women's Whole & Half Sizes: Medium: 5-10, 11 | Wide: 5, 6-10, 11**

The classic all-purpose Walker is an iconic shoe for the comfort seeker from any walk of life.

**Upper:** Leather **Footbed:** EVA **Outsole:** Durable Rubber



GREY, **GRY**



CHESTNUT, **CHSTN**



BLACK, **BLK**



## COZY **IDA**



Style **366IDA** | MSRP **\$69.95** | Start Ship **Immediate**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

A simple, low-profile take on the classic house slipper, Cozy Ida's suede or textile uppers keep feet warm and supported.

**Upper:** Leather **Footbed:** Textile Covered EVA **Outsole:** TPR



CHESTNUT, **CHSTN**



TAN LEOPARD, **TANLPRD**



BLACK, **BLK**



## COZY **JUNIPER**



Style **366JUNIPER** | MSRP **\$79.95** | Start Ship **Immediate**

**Women's Whole & Half Sizes: Medium: 5, 6-10, 11**

Cozy Juniper is the perfectly luxurious option for cold weather comfort. With cozy faux fur lining and a durable rubber outsole, you'll want to cuddle up in these slippers all winter long.

**Upper:** Suede or Leather **Footbed:** Textile Covered EVA **Outsole:** TPR



TAN LEOPARD, TANLPRD



TAN, TAN



GREY ZEBRA, DKGZEB



BLACK, BLK



## INDULGE RELAX

Style **26RELAX** | MSRP **\$59.95** | Start Ship **Immediate**

**Women's Whole Sizes: Medium: 5-12**

Keep your toes free and your soles supported with the classic, adjustable Indulge Relax slipper. Designed in padded terry and faux fur for serious cuddliness.

**Upper:** Textile **Footbed:** Textile Covered EVA **Outsole:** TPR with Textile



GREY ZEBRA, DKGZEB



TAN LEOPARD, TANLPRD



TAN, TAN



BLACK, BLK



## INDULGE GEMMA

Style **26GEMMA** | MSRP **\$59.95** | Start Ship **Immediate**

**Women's Whole Sizes: Medium: 5-11**

This all-time favorite is a plush mule-style spa slipper. Features an adjustable hook-and-loop closure across the vamp for adjustability.

**Upper:** Textile **Footbed:** Textile Covered EVA **Outsole:** TPR with Textile



CHESTNUT, CHSTN



PLUM, PLUM



BLACK, BLKBLK



## INDULGE VANAH

Style **622VANAH** | MSRP **\$89.95** | Start Ship **Immediate**

**Women's Whole Sizes: Medium: 5-11**

The modern classic deconstructed shearling-style boot now with arch support!

**Upper:** Textile **Footbed:** Textile Covered EVA **Outsole:** TPR

# IT'S WHAT'S INSIDE THAT COUNTS



## RELIEF



**Full-Length** | Style **21RF** | MSRP **\$34.95** | Unisex **XS-XL**  
**3/4-Length** | Style **21RR** | MSRP **\$34.95** | Unisex **XS-XL**

- Provides everyday comfort and support
- Our full-length orthotic replaces your shoe's removable footbed
- Ideal for casual, flat shoes and walking shoes
- 3/4-length is best in shoes with low profile toe boxes
- 3/4-length works for both narrow and wide widths



## COLD WEATHER RELIEF

Style **911CWR** | MSRP **\$59.95** | Unisex **XS-XL**

- Our full-length orthotic replaces your shoe's removable footbed
- Lined with genuine shearling for added warmth and comfort
- Ideal for fall boots and cold-weather gear



## ACTIVE



Style **21AF** | MSRP **\$39.95** | Unisex **XS-XXL**

- Built for athletic support
- Reinforced rear-foot heel shell controls the foot under high impact
- Ideal for active and casual shoes



## SHOCK ABSORBER

Style **21OSA** | MSRP **\$34.95** | Unisex **XS-XL**

- Provides maximum cushioning
- Our full-length orthotic replaces your shoe's removable footbed



## DRESS SLIMFIT

Style **21ESF** | MSRP **\$34.95** | Woman's **XS-L**

- Fits women's casual flats as well as heeled styles
- Supports and cushions the ball of the foot
- Low-profile silhouette allows the orthotic to fit easily into most shoes



## GEL HEEL DEVICE

Style **21GHD** | MSRP **\$24.95** | Unisex **S, M & L**

- Fits most narrow shoe styles
- Provides targeted heel support
- Best for flat, casual shoes



INSERTS FOR ANY SHOE,  
WITH ORTHOTIC TECHNOLOGY TO-GO



# PRODUCT DELIVERY

2016

## NOVEMBER

Pacific High Tide  
Pacific Bolinas  
Rest Camila  
Gem Caballo  
Spark Surin  
Spark Minna  
Chill Larrun  
Chill Kenya  
Vionic Walker  
Cozy Ida  
Cozy Juniper  
Indulge Relax  
Indulge Gemma  
Indulge Vanah

## DECEMBER

Aloft Harlow  
Aloft Chryssa  
Upright Sterling  
Proud Bria  
Tide Sport  
Tide II  
Rest Bella II  
Rest Karina  
Rest Floriana  
Rest Samoa  
Rest Paros  
Rest Amber  
Gem Lucinda  
Splendid Midi Perf

VIO-NRG™ Elation 1.0  
Flex Aviva  
Flex Darcy

2017

## JANUARY

Coast Valeri  
Aruba Calypso  
Noble Laurie  
Pacific Capitola  
Tide Sequins  
Tide Rhinestones  
Selena Corfu  
Rest Nala  
Rest Dorie  
Flex Sierra  
Drift Satima  
Agile Fyn  
Agile Opal  
Agile Kea

## FEBRUARY

Park Noleen  
Park Kalie  
Grace Jura  
Grace Samar  
Rest Sonora  
Rest Sahara  
Rest Sosha  
Noble Tansy

## MARCH

Pep Solana  
Perk Carmel  
Park Orchid  
Sage Destin  
Sage Braeden  
Sage Dorrin

**CARRY-OVER  
STYLES ARE  
AVAILABLE  
NOW!**

Stock may vary, contact your  
Sales Representative for details.

# 2017 MARKETING TOOLS

TO HELP YOU DRIVE SALES

## ADVERTISING

Print and digital advertising builds awareness and drives consumers to stores.

### 2017 ADVERTISING CALENDAR

#### SPARK SURIN



Q1

JANUARY

FEBRUARY

MARCH

#### REST NALA



#### PACIFIC HIGH TIDE

Q2

APRIL

MAY

JUNE

ADVERTISING IN  
MAGAZINES SUCH AS:

DR. OZ  
THE GOOD LIFE



Health

# VIONIC®

## PUBLIC RELATIONS

Building relationships with media across multiple platforms to extend the brand's appeal.

### EDITORIAL COVERAGE



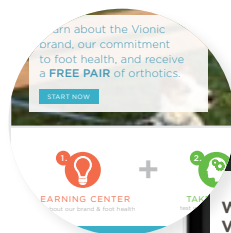
## TRAINING & TOOLS

Supporting retailers through associate training and access to our online resource center with high-resolution footwear and lifestyle photography and more!

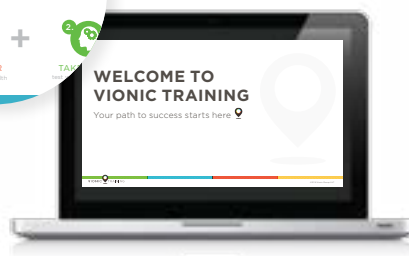
### BLOGGER OUTREACH



### RESOURCE CENTER



### VIONIC TRAINING

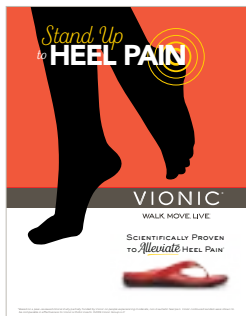
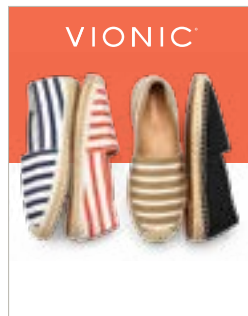


VionicTraining.com

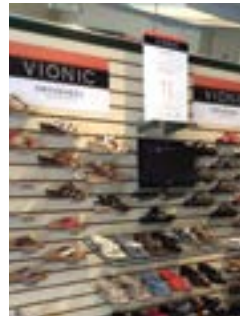
## ON-FLOOR PRESENTATION

Fresh and contemporary fixtures and seasonal collateral help showcase Vionic to your customers.

### BRANDED COLLATERAL



### FIXTURES & DISPLAYS



## VIONIC SALES TEAM

### Rob Seehusen

Vice President, Sales  
P. 858 405 0351  
E. rseehusen@vionicgroup.com

### Deborah Delisle

Sales Director, East Coast  
P. 603 770 8995  
E. ddelisle@vionicgroup.com

### Jill Penn

Sales Director, West Coast  
P. 720 841 8257  
E. jpenn@vionicgroup.com

### SPECIALTY RETAIL SALES AGENTS

#### NC, SC, GA, KY, TN

Stephanie Andrews  
P. 310 490 4074  
E. sandrews@vionicgroup.com

#### NY, ME, VT, NH, MA, RI, CT

Frank Cardullo  
P. 908 955 7725  
F. 908 955 7685  
E. fcardullo@aol.com

#### Nor CA

Al Correia  
P. 925 457 0281  
F. 925 634 1683  
E. acorreia@vionicgroup.com

#### TX, OK, AR, LA

Joey DeWitt  
P. 817 975 3365  
F. 817 549 2626  
E. jdewitt@vionicgroup.com

#### So IL, OH, IN, MI, WV

Rick Driver  
P. 269 274 9972  
F. 269 704 6118  
E. rdriver181@gmail.com

#### PA, MD, VA, DE, DC, NJ

Andrew Hughes  
P. 908 884 7400  
F. 866 853 3677  
E. ahughes402@gmail.com

### SPECIALTY RETAIL SALES AGENTS (CONTINUED)

#### FL, AL, MS, Puerto Rico

Cory Lunderville  
P. 904 610 8186  
F. 904 292 9865  
E. clunderville@vionicgroup.com

#### Nor IL, WI, MN, ND, SD

Carey Peacock  
P. 574 339 5229  
E. cpeacock@vionicgroup.com

#### OR, WA, AK, ID, MT

Johnny Riker, Jr  
P. 925 785 7782  
E. jriker@vionicgroup.com

#### So CA, AZ, NV, HI

Melissa Solano  
P. 407 520 1516  
F. 888 552 1401  
E. msolano@vionicgroup.com

#### CO, WY, IA, KS, MO, NM, UT, NE

Kristen Turner  
P. 720 470 0302  
F. 720 385 0848  
E. kt@turnertradinggroup.com

### FIELD SERVICE REPRESENTATIVES

#### SOUTH

Alma E. Castro  
P. 214 240 8318  
E. acastro@vionicgroup.com

#### WEST COAST

Elizabeth Gass  
P. 920 918 1429  
E. egass@vionicgroup.com

#### SOUTH CENTRAL

Scott Nelson  
P. 205 568 4772  
E. snelson@vionicgroup.com

#### SOUTH EAST

Angela McCullagh  
P. 813 767 6768  
E. amccullagh@vionicgroup.com

### FIELD SERVICE REPRESENTATIVES (CONTINUED)

#### EAST

Greg Annunziata  
P. 603 809 3604  
E. gannunziata@vionicgroup.com

#### SOUTH WEST

Alexis Armey  
P. 480 435 4213  
E. aarmey@vionicgroup.com

## MEDICAL DIVISION

#### Mark Sanders

General Manager  
P. 415 755 2715  
E. msanders@vionicgroup.com

#### Brandon Noble (CO)

Director of Sales, The Americas  
P. 865 748 8562  
F. 415 526 6960  
E. bnoble@vionicgroup.com

### MEDICAL SALES AGENTS

#### NY, NJ

Domenic Bartolo  
P. 516 702 3640  
F. 631 698 3378  
E. dbartmed@aol.com

#### FL, AL, Puerto Rico

John Benitez  
P. 305 742 8911  
E. jlbenitez28@bellsouth.net

#### MI, OH, IN & KY

Tom Benoit  
P. 248 613 1335  
E. vionicrep.tom@gmail.com

#### CO, NE, NM, MT, WY, KS

Chris Donahue  
P. 303 895 6000  
E. chris.donahue6@gmail.com

### MEDICAL SALES AGENTS (CONTINUED)

#### Nor CA, UT, WA, OR, HI, AK

Donnie Flahavan  
P. 503 306 9446  
E. dflahavan@vionicgroup.com

#### PA, Upstate NY, MD, DE, DC, VA

Josie Genovese  
P. 215 550 9474  
E. josie.vionic@gmail.com

#### So CA, AZ, So NV

John Giraldo  
P. 310 466 2280  
E. john.giraldo.jg@gmail.com

#### TX, OK, LA, AR, W TN

Alan Johnson  
P. 940 453 4943  
E. giraffx@gmail.com

#### IL, WI, MN, IA, MO, ND, SD

Sharon Mack  
P. 603 963 4623  
E. sharonvionic@gmail.com

#### GA, NC, SC, TN, So VA

Sandy Smith  
P. 815 608 6124  
E. ssmith@medreputa.com

#### ALL OTHER STATES/ INSIDE SALES

Deena Rudden  
P. 415 492 2190  
E. drudden@vionicgroup.com

