

COMFORT | SPRING/SUMMER 2020



KLAVENESS



THE KLAVENESS CONCEPT

Producing nice, comfortable shoes, based on good lasts, top quality material and high level craftsmanship.

This is our purpose at Klaveness Footwear. According to our philosophy, footwear should adapt to the foot, and not the opposite. Therefore, our product development is thoroughly assisted by designers and orthopaedic specialists, whose collaboration creates products that fulfil both aesthetic and functional criteria. In addition, Klaveness also has the ambition to be a total supplier. Our aim is to create a wide diversity of products that will serve any of our customers' needs.

We develop, produce and distribute the following range of products:

COMFORT

This is an important collection for Klaveness, designed for your daily life. Aiming for perfect fit, comfort and taste, it combines high-quality materials with top handcraft, providing your feet with excellent footwear.

BUNAD

Klaveness is proud to dedicate a line to the best of Norwegian tradition. Combine the beauty of the national costume with the comfort of your feet and celebrate tradition and folklore.

SLIPPERS

Slippers are considered worldwide to be the most comfortable footwear. In Klaveness, we take this seriously, using high quality, natural materials, such as wool felt, fur and leather, as well as a unique construction that will make you feel like you are walking on air.

MSS (Medical Stock Shoes)

Made specifically for those who can't find that special shoe in standard mass produced stores or who like the added comfort and flexibility, Medical and Rehabilitation shoes are based on special lasts and made from the finest materials, so your feet can have absolute comfort.

REHABILITATION

Specifically for prevention, rehabilitation and treatment, this range includes many styles and different features, so you can find the pair of shoes that matches your needs. Our goal is to give the most comfort, no matter what the medical condition is.

FIA (Footwear with Individual Adjustments)

FIA range is a careful selection of styles that can be easily adapted to the patient's needs. It offers several modification possibilities, including style, colour, and sole, according to any lifestyle.

OAS (Orthopaedic on Adjusted Standard Last)

A solution between FIA and OIL, OAS provides a range of customizable footwear with more adaptation possibilities in special cases than FIA.

OIL (Orthopaedic on Individual Last)

OIL shoes can be fully customized according to clinics and patients' needs. This orthopaedic line can be based on Klaveness shoes or other styles.

CMF (Custom Made Foot Orthotics)

Klaveness' orthotics can be customized according to anyone's needs, and are developed to help people manage conditions that can cause pain or discomfort during walking, running and everyday activities.

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DAGFINN KLAVENESS

Perfect fit, good lasts and top quality.

This was the idea of founder Dagfinn Klaveness when he started to produce shoes in 1957.

By this time Norwegian shoe factories were losing competition for low-cost countries. Across the country businesses were closing down. Local press noticed the enterprise in Sandefjord. Under the headline **Yet there are optimists** the newspaper marvelled of the man who would not give up.

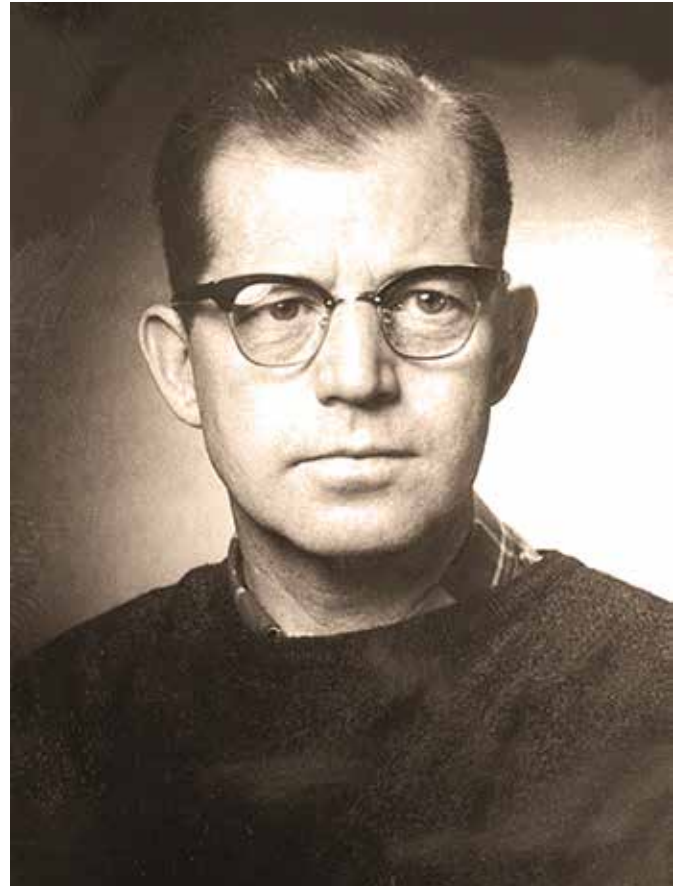
Today we know how the story went. Klaveness has businesses in several countries and sells more shoes than ever. We believe it is due to holding on to the original entrepreneurial idea:

Making shoes that your feet would have chosen - footwear with perfect fit and good spacious lasts, of top quality.

Klaveness has produced footwear for nearly 60 years. We are a Norwegian company strongly rooted in Scandinavia with assortments of comfort shoes, folklore shoes, and Nordic inspired slippers, as well as with a wide range of medical footwear. Our strength is that we control the entire process from start to finished product; all shoes are produced in our factories in Portugal and Poland.

Our main message is extra wide lasts with a unique, good fit!

We are committed to constantly develop our products and secure great quality. We always want to be able to offer our users up-to-date footwear with extra width and volume as well as optimal comfort.





THE LAST IS THE HEART OF THE SHOE

The last should as far as possible follow the shape of the foot.

By adjusting the last you can create shoes with different shapes and expressions.

For Klaveness it is important that the aesthetic adjustments to the last don't compromise the basic needs for the foot.

Generally you can say that the cobbler's lasts are as secret as a baker's recipe for bread. It takes a lot of adjustments and fittings before the cobbler has a last that fits many different people.

The optimal solution is of course to create an individual last that fits the unique foot perfectly. Klaveness offers to make individual lasts through our orthopaedic assortment. Fortunately, the need for individual lasts are limited to quite a small number of patients.



WORDS AND EXPRESSION

In the shoe industry different terms are used to describe a last.

Toe box is a term that is often used to describe the front part of the last. The *toe shape* is the part of the last that is most easily shaped to create different designs and character.

The *toe and heel height* of the last is important to consider during the first steps of the development of a last. A last that is created for a shoe with 15mm heel height can for example not be used for a shoe with 30mm heel height.

SEASONAL NEWS!

We have the pleasure of sharing our news for the season!

Here among the first pages, we have gathered all of our new models so you can easily see what is new for this season.

We have six new models and the season's news consists of four sandals, a sporty ballerina and a sneaker. They are all specially designed with a focus on comfort, function and classic design.

Welcome to Klaveness's 2020 Spring/Summer collection!



CF 20120 | WOMEN

LISA | J | 2½-10

PU, Rubber | |



127 Off-white



202 Black



494 Bronze



596 Mustard

NEW!

CF 20121 | WOMEN

LISA | J | 2½-10

PU, Rubber |  | 



160 Off-white Flower



232 Black



494 Bronze



596 Mustard



CF 20271 | WOMEN

MARIA | J | 35-41

PU |

NEW!



232 Black



494 Bronze



596 Mustard



824 Blue

CF 20272 | WOMEN

MARIA | J | 35-41

PU |



232-121 Black-White



421-121 Beige-White



596 Mustard

NEW!

CF 20140 | WOMEN

FRIDA | L | 2-9
EVA | | |



217 Black



596 Mustard



821-848 Blue

CF 20141 | WOMEN

FRIDA | L | 2-9
EVA, Rubber | |



217 Black



596 Mustard



821-848 Blue

MARIA

Maria is a newly developed last, specifically made for sandals with removable footbeds. It is designed to fit the foot shape perfectly and is generous in width and volume.



CF 19270 | WOMEN



121-421 White-Beige

141-121 Silver-White

421-221 Beige-Black

SARA

Sara is specifically designed for making sneakers. The last is perfect for feet that need extra width and volum. It is a voluminous last, nevertheless it delivers a firm fit around the heel and ankle. Sara has a low heel height, specially adapted for active users.



CF 19190 | WOMEN

SARA | K

2-9 | EVA, Rubber

| |

121-707 White-Light Grey

221-224-205-208 Black

FRIDA

The Frida last has been part of our collection for the longest. It is significantly different than, for example, the Lisa last in the toe box area. Frida has a more oval toe shape, which gives a different expression than our most anatomic developed last, Lisa.





CF 18140



202-248 Black

832-898 Dark Blue



REMOVABLE
FLOWER



CF 17147



202-208 Black

886 Shimmery Blue

BOA®



CF 19140

 EVA, Rubber |  BOA

212-208-102 Black-White

892-858-102 Dark Blue-White



CF 18141

 EVA, Rubber |  

202-288-208 Black

596 Mustard

832-888-868 Dark Blue



CF 19142

 EVA | 

121-707-109 White-Light Grey-White

221-208-209 Black

821-518-121 Blue-Beige-White

921-707-121 Red-Light Grey-White





CF 16140



241-248-205 Black

596 Mustard

863-868-865 Dark Blue



CF 16141



241-248-205 Black

596 Mustard

863-868-865 Dark Blue



CF 16144

 PU

202 Black

494 Bronze



CF 11444

 TR

202 Black



LISA

Lisa is an important last of Klaveness collection and is ideally suited for wider shoes. Lisa has especially good fit, with a toe box that delivers plenty of toe space and a roomier forepart. The heel is also anatomic-shaped, which gives a good heel grip without feeling too tight. This last gives a heel height of 15 mm.



CF 16123 | WOMEN

LISA | J

2½-10 | PU, Rubber

FLEX | |

202-218 Black

212-226 Black

ANITA

The toe box of the Anita last is one of the most voluminous in the Klaveness collection. This makes it very suitable for comfortable moccasins. The Anita last is a bit more moderate in regards to volume, but the moccasin construction gives flexibility and is suitable for a diversity of feet.



CF 14136 | WOMEN

ANITA | J

2½-9 | TR |

144 Gold

202 Black

596 Mustard

892 Dark Blue

THEA 1

Thea is a relative new developed last. This last looks very much like Lisa in character, with a wide and rounded forepart profile. Thea has a rich volume and is ideal for making comfortable sandals.





CF 19261

PU, Rubber |

127-141 Off-white-Silver

204-299 Black-Grey

707-299 Light Grey-Grey

834-989 Dark Blue-Pink



CF 16265


PU, Rubber |

202 Black

494 Bronze



CF 17268

PU, Rubber | 

160 Off-white Flower

201 Black

212 Black

596 Mustard

707 Light Grey

892 Dark Blue

938 Red

ALINA 2

Alina is a classic and proven last with rich volume and good fit. Alina has a feminine design with a slight elevation on heel height, but very suited for footwear with high comfort demand.





CF 19250

 PU, Rubber

202 Black

446 Beige

892 Dark Blue

972 Burgundy



CF 19251

 PU, Rubber |  | 

202 Black

446 Beige

494 Bronze

892 Dark Blue

972 Burgundy

NATURFORM

Naturform is a last that follows the feet natural form, making it ideally suited to the contours of the foot. This last is generous in width and volume.

FOTFORM

The Fotform last is equivalent to our Naturform last, but has a bit more toe spring and heel height.





CF 00836

 NATURFORM |  L

 35-48 |  PU

202 Black



CF 00837

 NATURFORM |  L

 35-48 |  PU | 

202 Black



CF 14231

 FOTFORM |  K

 35-47 |  PU |  | 

212 Black

DIDRIK

Didrik last is a distinctive, nice, anatomic developed shape, exactly as Lisa and Thea. This men's last is optimal for Nordic feet that are usually a bit wider and voluminous than what is typical for southern European countries.





CF 16306

 PU, Rubber | **FLEX** | 

212-226 Black

392-346 Dark Brown

892-846 Dark Blue



CF 15302

 PU, Rubber

202 Black

302 Brown

892 Dark Blue



CF 15301

 PU, Rubber

212 Black

892 Dark Blue

THORE

Thore is an exceptionally wide last. It is a very comfortable last that is very suitable for making shoes and sandals for men.



BOA



CF 01341

EVA, Rubber | BOA

204-208-754 Black-Dark Grey

707-121 Light Grey-White

834-898-397 Dark Blue-Camel



CF 01338

EVA, Rubber |

204-208-754 Black-Dark Grey

707-121 Light Grey-White

834-898-397 Dark Blue-Camel



CF 01324

 PU | 

202 Black



CF 01339

 PU

202 Black



CF 01327

 PU

202 Black



280 REASONS FOR CHOOSING KLAIVENESS FOOTWEAR!

95 parts, 123 manufacturing steps,
62 minutes of craftsmanship!



























































MARKETING MATERIALS

We want to focus on marketing materials for styles that we believe will be the best selling products this season.










If you have any questions please contact us. We will be happy to assist you.



COLOURS AND MATERIALS

	102 White	Nappa		232 Black	Chevreau Nappa		821 Blue	Nappa
	109 White	Croco		241 Black	Chevreau		824 Blue	Nappa
	121 White	Nappa		248 Black	Chevreau Velour		832 Dark Blue	Nappa
	127 Off-white	Pig Velour		288 Black	Printed Chevreau		834 Dark Blue	Nappa
	141 Silver	Metallic Nappa		299 Grey	Textile		846 Dark Blue	Stretch Nubuck
	144 Gold	Metallic Nappa		302 Brown	Waxed Nubuck		848 Blue	Preget Split
	160 Off-white Flower	Chevreau		346 Dark Brown	Stretch Nubuck		858 Dark Blue	Split Velour
	201 Black	Nappa		392 Dark Brown	Waxed Nubuck		863 Dark Blue	Chevreau
	202 Black	Nappa		397 Camel	Waxed Nubuck		865 Dark Blue	Patent Chevreau
	204 Black	Nappa		421 Beige	Nappa		868 Dark Blue	Chevreau Velour
	205 Black	Patent Leather		446 Beige	Nubuck		886 Shimmery Blue	Chevreau
	208 Black	Split Velour		494 Bronze	Metallic Nappa		888 Dark Blue	Printed Chevreau
	209 Black	Croco		518 Beige	Split Velour		892 Dark Blue	Waxed Nubuck
	212 Black	Waxed Nubuck		596 Mustard	Nubuck		898 Dark Blue	Split Velour
	217 Black	Chevreau		701 Light Grey	Nappa		921 Red	Nappa
	218 Black	Stretch Lycra and Neoprene		706 Light Grey	Nubuck		938 Red	Split Velour
	221 Black	Nappa		707 Light Grey	Pig Velour		972 Burgundy	Waxed Nubuck
	224 Black	Textile		719 Grey	Reptile		989 Pink	Textile
	226 Black	Stretch Nubuck		754 Dark Grey	Waxed Nubuck			

SYMBOLS

	Last		Lightweight sole		Zipper
	Width		Removable footbed		Double zipper
	Size range		Cut-to-length straps		Boa® Fit System
	Sole		Double velcro strap with return		

LASTS

LAST	WIDTH	HEEL (mm)	SIZE RANGE
Alina 2	H	15	35-43
Anita	J	15	2½-9
Didrik	M	15	40-48
Fotform	K	15	35-47
Frida	L	20	2-9
Lisa	J	15	2½-10
Maria	J	10	35-41
Naturform	L	15	35-48
Sara	K	10	2-9
Thea 1	G	15	2½-10
Thore	N	15	39-48



Klaveness Footwear companies
have been certified eco-friendly

Please refer to our website for further information on Sales & Delivery Conditions.

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Sweden



Portugal





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KLAVENESS

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