

COMFORT | SPRING/SUMMER 2019



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 a meaningful 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 are customizable 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.

---

# INDEX

Dagfinn Klaveness	03
The last is the heart of the shoe	04
Words and expression	04

NEW RELEASES OF THE SEASON	06-09
----------------------------	-------

WOMEN	
Lisa	10-13
Frida	14-19
Thea 1	20-21
Alina 2	22-23
Anita	24-26
Liz	27-28
Lena	29

UNISEX	
Naturform / Fotform	30-31

MEN	
Didrik	32-35
Thore	36-38
Colours and materials	40
Symbols	41
Lasts	41
Marketing materials	42



## 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 a 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!

Welcome to the Klaveness Spring/Summer 2019 collection!

We have gathered the new Klaveness styles among these first pages in order for you to easily find what we present for the season.

We are for instance launching a brand new last especially made for sneakers, where you will find a lace style and a practical Velcro variant. We are also launching a new sporty BOA style, as well as various sandals. All our new styles are of course based on comfort, functionality and classic design.



CF 19261 | WOMEN

THEA 1 | G | 2½-10

PU, Rubber | |

204-299 Black-Grey

707-299 Light grey-Grey

834-989 Dark blue-Pink



NEW!



CF 19270 | WOMEN

MARIA | J | 35-41

PU | |

121-421 White-Beige  
421-221 Beige-Black

NEW  
LAST



CF 19142 | WOMEN

FRIDA | L | 2-9

EVA | |

121-707-109 White-Light grey-White

221-208-209 Black

621-707-121 Olive-Light grey-White

821-518-121 Blue-Beige-White

921-707-121 Red-Light grey-White

NEW!

BOA



CF 19140 | WOMEN

FRIDA | L | 2-9

EVA, Rubber | BOA

212-208-102 Black-White

892-858-102 Dark blue-White



CF 19141 | WOMEN

FRIDA | L | 2-9

EVA, Rubber | BOA

121-109-821 White-Blue

221-209 Black



NEW!



NEW LAST

CF 19190 | WOMEN

SARA | K | 2-9

EVA, Rubber | | |

202-288-208 Black

832-888-868 Dark blue



NEW LAST

CF 19191 | WOMEN

SARA | K | 2-9

EVA, Rubber | |

202-288-208 Black

832-888-868 Dark blue



# LISA

WOMEN |  J |  2½-10 | 

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.



KLAVENESS



CF 17125

 PU, Rubber | 

221-421 Black-Beige


707-128 Light grey-Off-white

821-421 Blue-Beige

921-421 Red-Beige



CF 17126

 PU, Rubber | 

421-299 Beige-Grey

707-299 Light grey-Grey

821-989 Blue-Pink

878-989 Blue-Pink





CF 18120

 TR


212 Black

421 Beige

821 Blue



CF 17123


 PU, Rubber | **FLEX**

212-226 Black

892-846 Dark blue



CF 16125

PU, Rubber | 

212 Black

421 Beige

892 Dark blue



CF 16123

PU, Rubber | **FLEX** | 

212-226 Black

892-846 Dark blue



# FRIDA

WOMEN |  L |  2-9 | 

Frida is the last that has longest tradition on our collection. 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.



KLAVENESS





CF 18140

TR | 

202-248 Black

832-898 Dark blue

962-938 Red



CF 17147

TR | 

144 Gold

202-208 Black

886 Shimmery blue



REMOVABLE  
FLOWER



CF 16140

EVA |

241-248-205 Black

621-638 Olive

821-858 Dark blue

863-868-865 Dark blue

921-958 Red



CF 16141

EVA | |

241-248-205 Black

421-478 Beige

863-868-865 Dark blue



CF 17143

2-9 | EVA

202 Black

202-208-205 Black

892-888-805 Dark blue



CF 18145

2½-9 | TR

201-208 Black

421-478 Beige

621-638 Olive





CF 17141

EVA, Rubber |

[202-207-224-255 Black](#)

[892-800 Dark blue](#)



CF 17142

EVA, Rubber | |

[202-207-224-255 Black](#)

[821-837-830 Blue](#)

[892-800 Dark blue](#)



CF 18141

EVA, Rubber |  | 

202-288-208 Black

421-488-478 Beige

701-719-706 Light grey

832-888-868 Dark blue



CF 16144

PU

134 Beige

202 Black



CF 11444

TR

202 Black

# THEA 1

WOMEN |  G |  2½-10 | 

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.



KLAVENESS





CF 17268

PU, Rubber |

- 201 Black
- 212 Black
- 707 Light grey
- 892 Dark blue
- 928 Rust
- 938 Red



CF 16265

PU, Rubber |

- 202 Black
- 209 Black
- 821 Blue
- 494 Bronze

# ALINA 2

WOMEN |  H |  35-43 | 



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.



KLAVENESS





CF 18251

PU, Rubber |

212 Black

892 Dark blue

986 Shimmery pink



CF 19251

PU, Rubber |

202 Black

446 Beige



CF 19250

PU, Rubber

202 Black

446 Beige





# ANITA

WOMEN |  J |  2½-9 | 

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 has a bit more moderate volume, but the moccasin construction gives flexibility and is suitable for a diversity of feet.



KLAVENESS



CF 18133

TR

212 Black

892 Dark blue

938 Red



CF 14136

TR

144 Gold

812 Pastel blue

892 Dark blue

922 Pastel pink



CF 14137

TR

212 Black

892 Dark blue



CF 14138

TR

421 Beige

621 Olive

892 Dark blue



CF 14130

TR

202 Black





# LIZ

WOMEN |  F |  2½-8 | 

Liz is our narrowest and most feminine last. It is mainly used for pumps and ballerina models. This last has a good toe height and, consequently, room for toes. If our Lena last is too wide and voluminous, this last can be an option. Liz last has been a part of Klaveness collection for many years, but is still relevant and very popular.



KLAVENESS



CF 18172

 PU

144 Gold

892 Dark blue

938 Red



CF 16170

 PU

446 Beige

892 Dark blue



# LENA

WOMEN |  |  2-9 | 

Lena is one of our most feminine and refined last. The toe has a narrower design than on our other lasts, yet has good volume. This last is mostly used for pumps or heel shoes.



KLAVENESS



CF 16160

 PU

201 Black



# NATURFORM

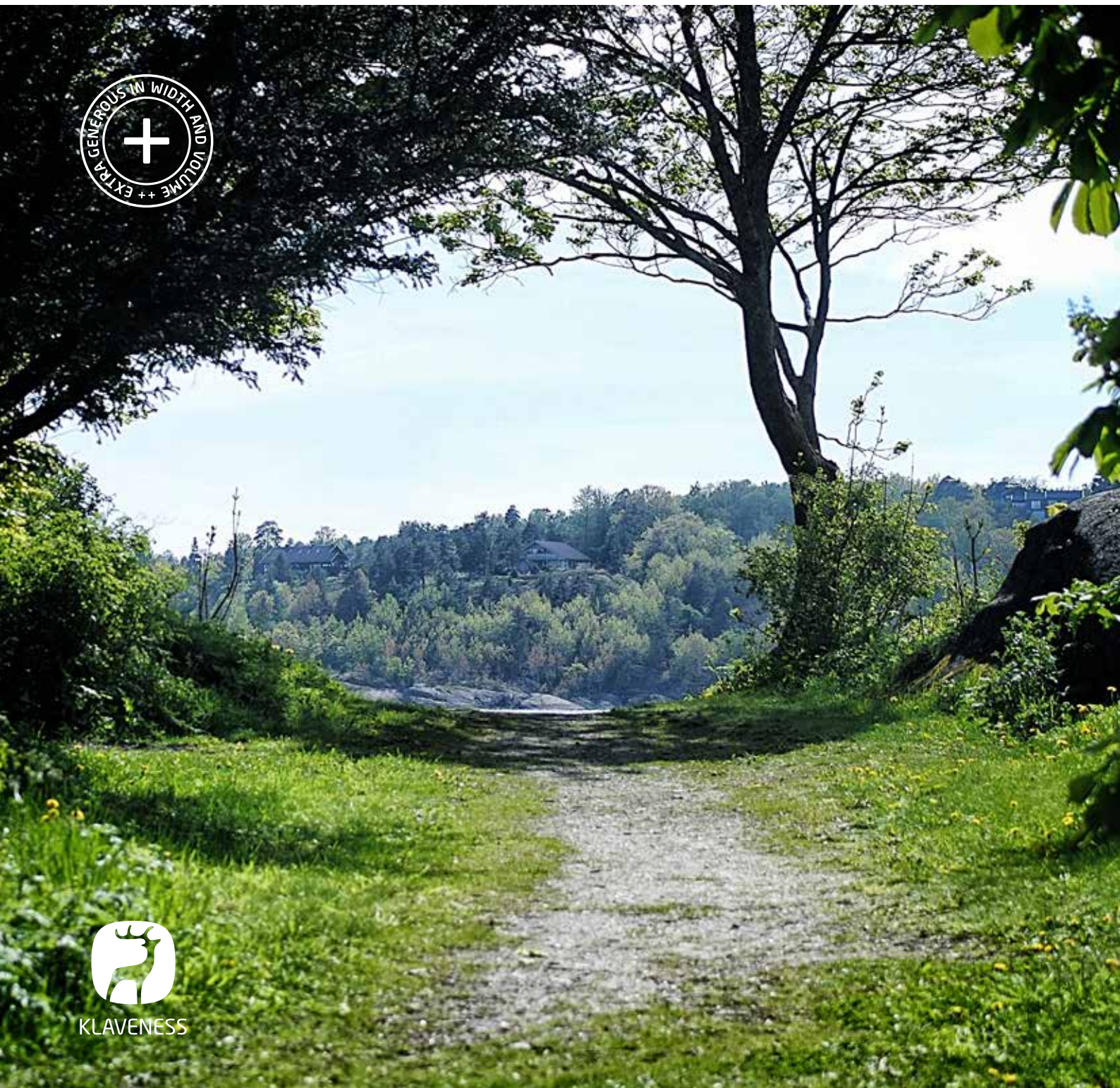
UNISEX |  L |  35-48 | 

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

UNISEX |  K |  35-47 | 

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



KLAVENESS





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

MEN |  M |  40-48 | 

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.



KLAVENESS





CF 16302

☞ PU | ☞

202 Black

392 Dark brown



CF 18301

☞ PU, Rubber | ☞

212 Black

392 Brown

892 Dark blue



CF 15301

☞ PU, Rubber

212 Black

892 Dark blue



CF 15302

☞ PU, Rubber

202 Black

302 Brown

892 Dark blue



CF 16307

☞ PU, Rubber | FLEX

202-218 Black

392-346 Dark brown

892-846 Dark blue





CF 16306

PU, Rubber | FLEX |

212-226 Black

392-346 Dark brown

892-846 Dark blue



CF 16301

PU, Rubber |

202 Black

892 Dark blue

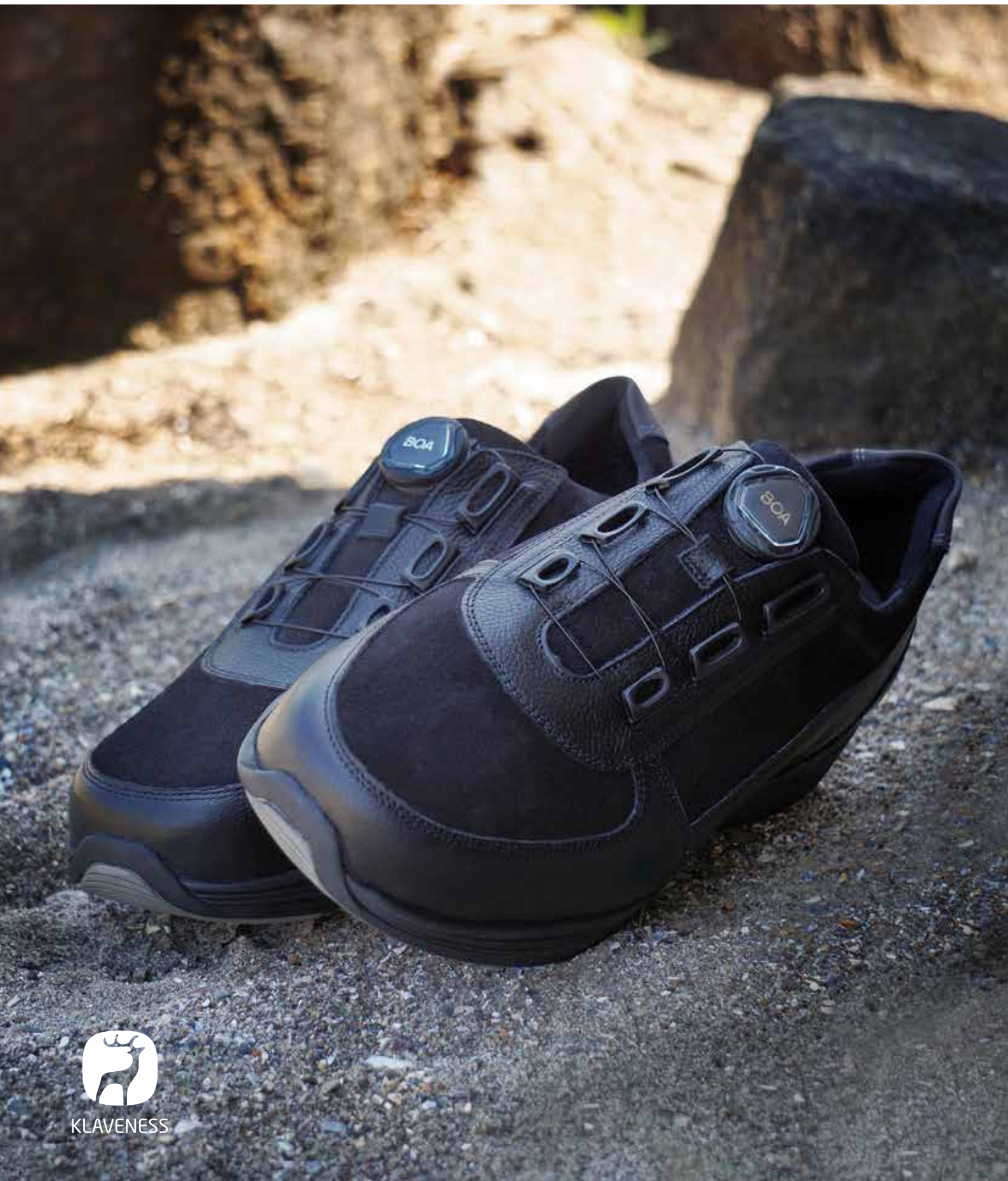




# THORE

MEN |  N |  40-48 | 

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



KLAVENESS

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 | BOA

204-208-754 Black-Dark grey

707-121 Light grey-White

834-898-397 Dark blue-Camel



IMPROVED  
DESIGN



CF 01339

PU

202 Black

392 Dark brown



CF 01327

PU

202 Black

392 Dark brown



CF 01324

PU |

202 Black

392 Dark brown









































































# 280 REASONS FOR CHOOSING KLAVENESS FOOTWEAR!

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



# COLOURS AND MATERIALS

	102 White	Nappa		299 Grey	Textile		830 Blue	Nappa
	109 White	Croco		302 Brown	Waxed nubuck		832 Dark blue	Nappa
	121 White	Nappa		346 Dark brown	Stretch nubuck		834 Dark blue	Nappa
	128 Off-white	Chevreaux velour		392 Dark brown	Waxed nubuck		837 Blue	Pig velour
	134 Beige	Nappa		397 Camel	Waxed nubuck		846 Dark blue	Stretch nubuck
	144 Gold	Metallic nappa		421 Beige	Nappa		858 Dark blue	Split velour
	201 Black	Nappa		446 Beige	Nubuck		863 Dark blue	Chevreaux
	202 Black	Nappa		478 Beige	Chevreaux velour		865 Dark blue	Patent chevreaux
	204 Black	Nappa		488 Beige	Printed chevreaux		868 Dark blue	Chevreaux velour
	205 Black	Patent leather		494 Bronze	Metallic nappa		878 Blue	Split velour
	207 Black	Pig velour		518 Beige	Split velour		886 Shimmery blue	Chevreaux
	208 Black	Split velour		621 Olive	Nappa		888 Dark blue	Printed chevreaux
	209 Black	Croco		638 Olive	Split velour		892 Dark blue	Waxed nubuck
	212 Black	Waxed nubuck		701 Light grey	Nappa		898 Dark blue	Split velour
	218 Black	Stretch lycra and neoprene		706 Light grey	Nubuck		921 Red	Nappa
	221 Black	Nappa		707 Light grey	Pig velour		922 Pastel pink	Nappa
	224 Black	Textile		719 Grey	Reptile		928 Rust	Split velour
	226 Black	Stretch nubuck		754 Dark grey	Waxed nubuck		938 Red	Split velour
	241 Black	Chevreaux		800 Dark blue	Textile		958 Red	Split velour
	248 Black	Chevreaux velour		805 Dark blue	Patent leather		962 Red	Nappa
	255 Black	Embossed split		812 Pastel blue	Nappa		986 Shimmery pink	Chevreaux
	288 Black	Printed chevreaux		821 Blue	Nappa		989 Pink	Textile

# SYMBOLS



Lesti



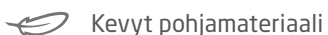
Leveys



Koot



Pohja



Kevyt pohjamateriaali



Irrotettavat pohjalliset



**BOA** Boa® kiristysmekanismi



Lyhennettävät tarranauhat



Vetoketju

# LASTS

LESTI	LEVEYS	KORKO (mm)	KOOT
Lisa	J	15	2½-10
Frida	L	20	2-9 / 2½-9
Thea 1	G	20	2½-10
Alina 2	J	15	35-43
Anita	J	15	2½-9
Liz	F	20	2½-8
Lena	J	20	2-9
Maria	J	10	35-41
Sara	K	10	2-9
Naturform	L	15	35-48
Fotform	K	15	35-47
Didrik	M	15	40-48
Thore	N	15	40-48

NEW

NEW



# MARKETING MATERIALS

We want to focus on marketing materials for styles that we do believe will be the best selling products this season. If you have any questions please contact us. We will be happy to assist you.





facebook.com/Klaveness.Footwear



Klaveness Footwear companies  
have been certified eco-friendly

Sweden



Portugal



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

Klaveness Footwear makes every effort to maintain the accuracy and quality of the information provided on this catalogue. However, Klaveness Footwear cannot guarantee and assumes no legal liability or commercial responsibility for the accuracy or completeness of the information provided. The information contained on this catalogue is for general guidance only. Product colours, materials, design and features may vary or even be changed due to product development or production circumstances. The materials used in the displayed styles in this catalogue are subject to stock availability at the time of ordering. Klaveness Footwear cannot be held liable for typographical and/or layout errors or any misinformation contained herein.





**KLAVENESS**

Klaveness Footwear AB

Prästängsvägen 36, 45233 Strömstad | Sweden | +46 [0] 526 60788 | info@klaveness.se | www.klaveness.no