

COMFORT | AUTUMN/WINTER 2020



KLAVENESS



# THE KLAVENESS CONCEPT

To produce well-made, comfortable shoes, based on good lasts, using top quality material and with 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.

Klaveness also has the ambition to be a total supplier. We aim to create a wide diversity of products that will serve any of our customers' needs.

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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 culture 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 well-being.

## 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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# INDEX

Dagfinn Klaveness	3	WOMEN		Marketing materials	32
The last is the heart of the shoe	5	Lisa	8-13	Colours and materials	33
Words and expression	5	Mette	14-15	Symbols	33
NEW RELEASES OF THE SEASON	6-7	Frida	16-21	Lasts	33
		Ingvild	22-23		
		UNISEX			
		Naturform	24-25		
		MEN			
		Didrik	26-27		
		Thore	28-31		

# 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.

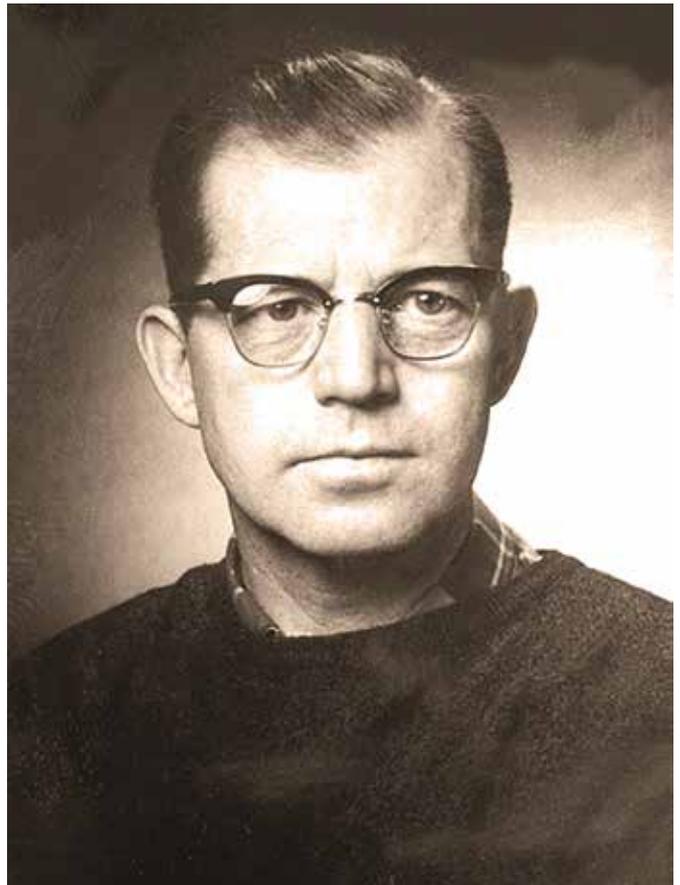
Today we know how the story went. Klaveness has businesses in several countries and sells more shoes than ever. We believe it is due to holding on to the original entrepreneurial idea:

*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.





A pair of shoes is shown on a wet, reflective surface. In the foreground, the toe of a black shoe is visible. In the background, a tan shoe with dark laces is partially visible. The surface is wet, creating a clear reflection of the shoes.

## 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, the aesthetic adjustments to the last mustn'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 many adjustments and fittings before the cobbler has a last that fits different people. The optimal solution is, of course, to create an individual last that fits a unique foot perfectly. Klaveness can make individual lasts through our orthopaedic assortment. Fortunately, this need for individual lasts is limited to a small number of patients.

## WORDS AND EXPRESSION

In the shoe industry, we use different terms to describe a last. The toe box is 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 must be considered during the first stages of the last development. A last that is created for a shoe with 15mm heel height cannot, for example, be used for a shoe with 30mm heel height.

# SEASONAL NEWS!

Welcome to Klaveness' 2020 Autumn/Winter collection!

To this new decade 2020, we want to present a few selected new items with the introduction of our latest last for women, called Rudi and a new last for men, Fry!

Rudi resembles the classical design philosophy that we are proud of, and Scandinavian feet will love it! Fry is a wide last with a large toe box that allows your toes to be free. Features we have focused on the design is slimmer fit to the ankle and heel, combined with room for insoles and toes.

Among the first pages, we have gathered new styles for this season with delicious colour combinations.



CF 20650 | WOMEN

 RUDI |  L |  1-10

 Rubber |  | 



212-722-770 Black-Grey



754-722-770 Dark Grey-Grey



836-886-870 Dark Blue-Blue

NEW!

NEW  
LAST

CF 20880 | MEN

FRY | L | 40-47

PU, Rubber

DELIVERED  
WITH AN  
EXTRA PAIR  
OF ELASTIC  
LACES



206-772 Black-Grey



283-272 Black



596-272 Mustard-Black

# LISA

Lisa is an important last of Klaveness collection and is ideally suited for wider shoes. Lisa has an 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 18621

 TR | 

283 Black

383 Dark Brown

WARM  
LINING



CF 14624

 TR | 

212 Black



CF 14621

 2½-10

 TR | 

201 Black

212 Black

333 Cognac



CF 15621

 3-9

 PU, Rubber |  | 

201 Black

212 Black



WITH A  
TWISTABLE,  
STUDED  
PART





CF 14610

 PU, Rubber | 

[201 Black](#)

[212 Black](#)

[972 Burgundy](#)

[987 Red](#)



CF 18620

 PU, Rubber | 

[201 Black](#)

[212 Black](#)



CF 13226

 K |  TR | 

202 Black



CF 15123

 J |  PU, Rubber

**FLEX** | 

202-218 Black

212-226 Black

# METTE

Mette is a last that has existed in the Klaveness collection for a long time. It has good volume and shapes fine boots.





CF 18601



202 Black

212 Black

333 Cognac

WARM  
LINING



CF 14602



212 Black

333 Cognac

392 Dark Brown

# 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.





BOA



CF 19643

 EVA, Rubber |  | BOA

204-208-257 Black

972-927 Burgundy



WARM  
LINING



CF 19641

 TR | 

208 Black

283 Black

333 Cognac



CF 10642

 Rubber | 

202 Black

202-207 Black

209 Black

222-207 Black



CF 10643

 Rubber

202 Black

202-207 Black

222-207 Black



CF 10455

 PU | **FLEX**

202-218 Black



CF 16140

 EVA | 

241-248-205 Black



CF 11444

 TR

202 Black

209 Black





CF 18141

 2-9

 EVA, Rubber |  | 

202-288-208 Black

291-232-246 Black

874-878 Blue



CF 17145

 2½-9

 TR

201-208 Black

208-201 Black



# INGVILD

Ingvild last was specifically developed for our boot range. It was created by our former designer Ingvild, who set the standards that are still used in our boot collections.





CF 17664

 TR | 

202-208 Black

202-209 Black

836-832 Dark Blue

# 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.





CF 00836

 PU

202 Black



CF 00837

 PU | 

202 Black

# DIDRIK

Didrik last is a distinctive, nice, anatomic developed shape, precisely 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.



WARM  
LINING



CF 14803

 TR | 

212 Black

283 Black

333 Cognac

383 Dark Brown



CF 15308

 PU, Rubber | 

202-218 Black | **FLEX**

212 Black



# THORE

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





CF 01342

 EVA, Rubber |  | **BOA**

208-283-257 Black

348-333-330 Brown-Cognac



CF 01338

EVA, Rubber |

204-208-754 Black-Dark Grey

304-397 Brown-Camel

834-898-397 Dark Blue-Camel

BOA



CF 01341

EVA, Rubber | BOA

204-208-754 Black-Dark Grey

834-898-397 Dark Blue-Camel



CF 01327

 PU

202 Black



CF 01339

 PU

202 Black

392 Dark Brown

# 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

	201 Black	Nappa		248 Black	Chevreau Velour		754 Dark Grey	Waxed Nubuck
	202 Black	Nappa		257 Black	Textile		770 Grey	Textile
	204 Black	Nappa		272 Black	Artificial Leather		772 Grey	Artificial Leather
	205 Black	Patent Leather		283 Black	Waxed Leather		832 Dark Blue	Nappa
	206 Black	Nubuck		288 Black	Printed Chevreau		834 Dark Blue	Nappa
	207 Black	Pig Velour		291 Black	Nappa		836 Dark Blue	Nubuck
	208 Black	Split Velour		304 Brown	Nappa		870 Blue	Textile
	209 Black	Croco		330 Brown	Textile		874 Blue	Nappa
	212 Black	Waxed Nubuck		333 Cognac	Waxed Leather		878 Blue	Split Velour
	218 Black	Stretch Lycra and Neoprene		348 Brown	Split Velour		886 Blue	Nubuck
	222 Black	Artificial Leather		383 Dark Brown	Waxed Leather		898 Dark Blue	Split Velour
	226 Black	Stretch Nubuck		392 Dark Brown	Waxed Nubuck		927 Burgundy	Pig Velour
	232 Black	Chevreau Nappa		397 Camel	Waxed Nubuck		972 Burgundy	Waxed Nubuck
	241 Black	Chevreau		596 Mustard	Nubuck		987 Red	Pig Velour
	246 Black	Waxed Nubuck		722 Grey	Chevreau Nappa			

## SYMBOLS

	Last
	Width
	Size range
	Sole
	Lightweight sole
	Ice sole with patented twistable stud part
	Bellows tongue
	Removable footbed
	Cut-to-length straps
	Zipper
	Double zipper
<b>BOA</b>	Boa® Fit System

## LASTS

LAST	WIDTH	HEEL (mm)	SIZE RANGE
Didrik	M	15	40-48
Frida	L	20	2-9
Fry	L	10	40-47
Ingvild	K	20	3-10
Lisa	J	15	2½-10
Lisa K	K	15	2½-10
Mette	H	20	2½-9
Naturform	L	15	35-48
Rudi	L	10	1-10
Thore	N	15	39-48



# 280 REASONS FOR CHOOSING KLAIVENESS FOOTWEAR!

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





Klaveness Footwear companies  
have been certified eco-friendly

Sweden



Portugal



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

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