

SPORTS

SS10 COLLECTION

2010



# CORE COLLECTION

Our **Core collection** features the original Walkstar alongside sporty and casual extensions, all on the same original shape.

Each season, core products undergo a **REMIK** via new upper materials, colours and finishes.

EVERY FITFLOP PRODUCT IS CONSTRUCTED ON OUR ORIGINAL BIOMECHANIST-DEVELOPED, MUSCLE-ACTIVITY-BOOSTING MIDSOLE, SO YOU GET A WORKOUT WHILE YOU WALK.™

Our classic **WALKSTAR** sandal – it's the flip flop with the gym built-in!™  
Forever a favourite and instantly incredibly comfortable, with a soft microfibre-lined upper and a new super-slim™ leather toe post (so there's less break-in time necessary, unless you have particularly 'together' toes). Built with our doctor-developed, patent-pending Microwobbleboard™ midsole technology to improve posture, reduce plantar foot pain, reduce shock and load your bottom and leg muscles more – so you get a workout while you walk.



CLASSIC BRONZE



SILVER



CLASSIC RED



BLACK

PRICE: £36  
SIZES: 3-9 (\*3-8)  
AVAILABLE: Jan (\*Mar)



FUCHSIA\*

**fitflop**  
FOOTWEAR  
WOMEN'S  
**WALKSTAR**

Our **OASIS** sandal is the perfect pick for 'comfort junkies' who want firmer thighs plus flattering footwear. Now available in six fabulous shades of super soft, non-stretch, microfibre-lined suede, on our famous leg-muscle-loading Microwobbleboard midsole (reported to ease plantar foot pain, relieve back aches, and re-energize tired legs).



BLACK

GREY

STONE\*



VIOLET\*



SKY BLUE\*



CHOCOLATE



WOMEN'S

# OASIS

PRICE: £40  
SIZES: 3-9 (\*3-8)  
AVAILABLE: Jan (\*Mar)

Our **WALKSTAR 3** features dynamic topstitching on a sporty microfibre-lined leather upper, with a 'stitched and turned' top line for unparalleled comfort across the instep. Built with a super-slim leather toe post and our famous leg-muscle-loading, bottom-toning Microwobbleboard midsole – so you get a workout while you walk. WARNING: Put a pair on and you may never want to wear other shoes again.



RED LIPSTICK



BRONZE\*



FUCHSIA PATENT†



BLACK\*

PRICE: £45  
SIZES: 3-9 (+3-8)  
AVAILABLE: Mar (\*Jan)



GOLD



SILVER



WOMEN'S

# WALKSTAR 3

Our most popular flip flop, the **WALKSTAR 3** is now available in three great new leathers. Featuring **dynamic topstitching on a sporty microfibre-lined leather upper**, with a 'stitched and turned' top line, it's great on instep comfort and great on style. And with a new super-slim leather toe post (so there's no break in time necessary) and our famous leg-muscle-loading, bottom-toning Microwobbleboard midsole, you not only look great, you get a workout while you walk.



CHOCOLATE NAPPA

OYSTER KID

BLACK NAPPA

PRICE: £45  
SIZES: 3-9 (Dark Tan, Oyster 3-8)  
AVAILABLE: Jan (\*Mar)



DARK TAN\*

WOMEN'S

**WALKSTAR 3**

**HYKA**, our new, fully-adjustable (across toe, instep, and heel straps) super sandal blends practicality and performance. Featuring user-friendly Velcro-fastening suede/textile straps on top of the same famous patent-pending, muscle-toning Microwobbleboard midsole as the original Walkstar sandal. Offers superb cushioning and security for walking, hiking, and vacation/holiday wear, and our amazing anti-tired-leg FOOTFLOAT™ technology, proven to almost immediately reduce high-pressure spots underfoot.

PRICE: £60  
SIZES: 3-8  
AVAILABLE: June  
ONLY AVAILABLE IN THE US



DARK TAUPE/RASPBERRY

WOMEN'S

**HYKA**

Gentlemen, meet the greatest shoe on earth! Our new, double-adjustable tumbled leather **HYKER** blends practicality and performance. Featuring user-friendly Velcro-fastening straps on top of our famous **Microwobbleboard midsole**, it offers superb cushioning and security for walking, hiking, and holiday wear or post-athletic and/or injury recovery. With our amazing anti-tired-leg FOOTFLOAT technology, proven to almost immediately reduce high pressure spots underfoot, they're an absolute 'must-have' for knee and backache sufferers.

PRICE: £60  
SIZES: 7-12  
AVAILABLE: May



BLACK

**fitflop**  
FOOTWEAR  
MEN'S  
**HYKER**

For the thousands of jealous men who asked: "Where are mine?" the classic **DASS** men's model FitFlop flip flop features a neoprene collar and slipper-soft microfibre lining with neutral-toned nubuck uppers. Built with our famous patent-pending, pain-relieving Microwobbleboard midsole, Dass sandals are widely reported to almost instantly reduce pain in the knees, ankles and lower back, and may help speed recovery from sports injuries. Also uses FOOTFLOAT technology to reduce plantar pressure. Recommended by physiotherapists and leading podiatrists for injury recovery and realignment, they're wearable relief for sports warriors everywhere."

PRICE: £45  
SIZES: 7-12  
AVAILABLE: Jan (\*US only)



BROWN\*

BLACK



CHOCOLATE



**fitflop**  
FOOTWEAR

MEN'S  
**DASS**

Our new **OASIS** and **ELECTRA** kids' sandal collection has been built with our famous, patent-pending **Microwobbleboard technology**. Each pair has a triple-density flexible midsole, which can help promote better posture and encourage the bones in young feet to move naturally, so developing feet have space, can stretch and are properly stimulated. Our Kids' Oasis has a super soft suede upper and non-stretch microfibre lining for immediate comfort and cushion. Our Girls' Electra has a soft, sequined-smothered upper and microfibre lining for roomy comfort with a bit of glitter.



SKY BLUE

PRICE: £30  
SIZES: 13-5  
AVAILABLE: Mar



PINK



SILVER

PRICE: £30  
SIZES: 13-5  
AVAILABLE: Mar



VIOLET

GIRLS'



GOLD

GIRLS'

Quite possibly the best children's active sandal ever, FitFlop's new **HYKA** (for girls) and **HYKER** (for boys) have all-adjustable Velcro straps for an easy, precise and flexible fit, as well as a soft microfibre lining throughout the upper. Built with our patent-pending Microwobbleboard technology, every pair has a flexible triple-density midsole, which can help promote better posture and can encourage the bones in young feet to move naturally, so developing feet have space, can stretch and are properly stimulated.

PRICE: £35  
SIZES: 09-5  
AVAILABLE: June



DARK TAUPE/RASPBERRY



MIDNIGHT/SUNNY

PRICE: £35  
SIZES: 09-5  
AVAILABLE: June

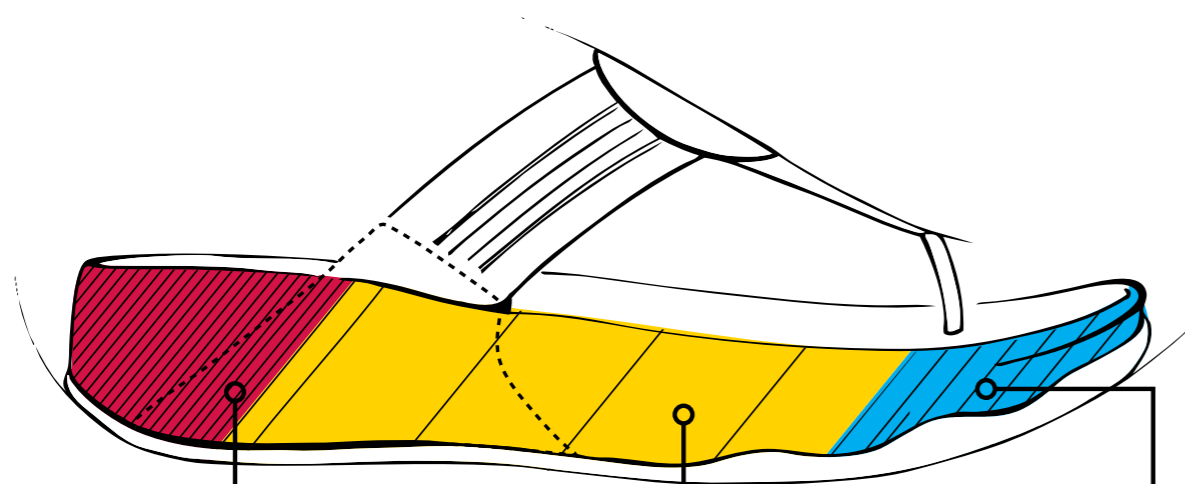


CHOCOLATE/ORANGE



GET A WORKOUT WHILE YOU WALK WITH  
**MICROWOBBLEBOARD™ TECHNOLOGY**

Engineered in 2006 by Dr David Cook and Darren James at London South Bank University, FitFlop footwear features patent-pending, muscle-loading Microwobbleboard technology to increase the time that your muscles are engaged, every single time you take a step.



**HIGH DENSITY**  
heel section absorbs up to 22% more shock to help relieve joint stress.\*

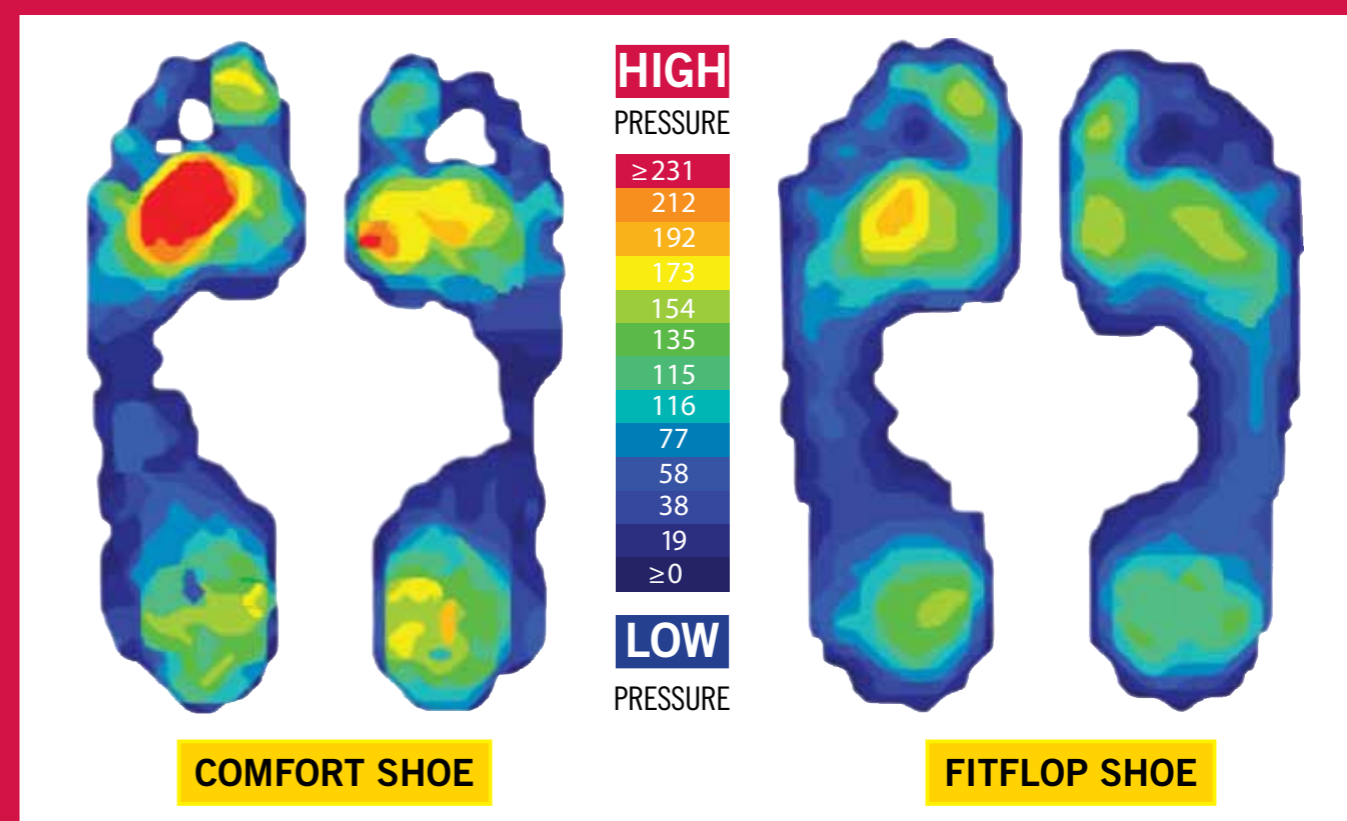
**LOW DENSITY**  
midsection creates instability, which increases leg muscle activation by up to 16%.\*

**MID DENSITY**  
toe cap helps maintain speed, pace and variation.

\*When compared to a control shoe. Case studies were performed on FitFlop original sandals over a 36-month period by Dr David Cook, Senior Lecturer in Biomechanics, and Darren James at The Centre for Human Performance, London South Bank University (LSBU).

REDUCE FOOT PRESSURE WITH  
**FOOTFLOAT™ TECHNOLOGY**

The multi-density FitFlop midsole creates a floating effect, diffusing pressure hot spots over a greater surface area of the footbed to help instantly alleviate foot pain.



\*Biomechanists Dr Philip Graham-Smith and Richard Jones, at Salford University have identified that gait analysis techniques (motion analysis, forces, electromyography and in-shoe pressure analysis) can provide us with insight as to how the Microwobbleboard multi-density midsole is responsible for alleviating a host of muscular-skeletal conditions. The case study (above) shows a greater contact area in mid-stance and a more consistent gait (walking) pattern. This means the foot is in contact with the soft mid-section of the FitFlop for a longer time, encouraging greater stimulation of the feet and muscles in the lower body. These preliminary findings form part of a two-year UK government-funded Knowledge Transfer Partnership to research the biomechanical benefits of FitFlop Microwobbleboard technology.

**01**  
REDUCE BACK STRESS

**02**  
INCREASE BOTTOM MUSCLE  
ACTIVATION (UP TO 30%)

**03**  
INCREASE THIGH  
MUSCLE ACTIVATION  
(UP TO 16%)

**04**  
REDUCE KNEE  
JOINT STRESS

**05**  
INCREASE CALF  
MUSCLE ACTIVATION  
(UP TO 11%)

**06**  
REDUCE ANKLE  
JOINT STRESS

**07**  
REDUCE FOOT PRESSURE  
CONCENTRATION



# FITFLOP BENEFITS

MICROWOBBLEBOARD  
TECHNOLOGY CAN HELP...

**01**  
REDUCE LOWER BACK STRAIN

**02**  
REDUCE HIP JOINT STRESS

**03**  
INCREASE QUADRICEP  
MUSCLE ACTIVATION  
(UP TO 19%)

**04**  
REDUCE KNEE  
JOINT STRESS

**05**  
INCREASE LOWER LEG  
MUSCLE ACTIVATION  
(UP TO 11%)

**06**  
REDUCE ANKLE  
JOINT STRESS

**07**  
REDUCE FOOT PRESSURE  
CONCENTRATION



Case studies were performed on FitFlop original sandals over a 36-month period by Dr. David Cook and Darren James at LSBU. The muscle activation benefits are derived from case studies conducted. The other benefits are derived from the hundreds of FitFlop sandal wearers who have reported relief from a number of other health-related conditions. See FitFlop.com for more details.

**SS10 COLLECTION**

**SUMMER  
2010**



# HIGH LIGHTS

Our Spring/Summer 2010 Highlights collection showcases FitFlop's twist on zeitgeist trends:

FEMININE FASHION

ARCHITECTURAL DESIGN LINES

COLORFUL CLOGS

ALL EXECUTED ON OUR FAMOUS MICROWOBBLEBOARD™ TECHNOLOGY FOR COMFORT, WARDROBE COORDINATION, FUNCTION AND, MOST IMPORTANTLY, FUN!

Our prettiest sandal so far, the patent leather **PIETRA** sports a sleek, metallic microfibre-lined upper embellished with three resin jewel stones on the toe line. Built on a slimmed-width version of our muscle-toning Microwobbleboard midsole, so they're simultaneously fabulous, feminine and thigh-firming.



BLACK



SILVER\*

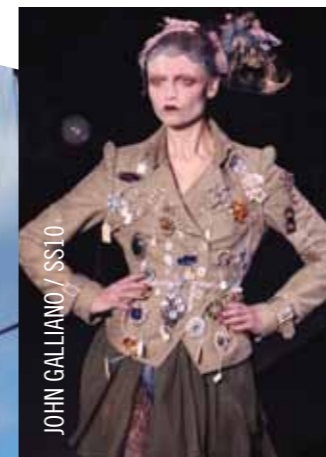


BRONZE

PRICE: £50  
SIZES: 3-8  
AVAILABLE: March (\*US only)



PEWTER



WOMEN'S  
**PIETRA**

Fabulous, fun and with just enough 'flash,' our sequin-smothered **ELECTRA** sold out at lightning speed last summer. This season's Electra features a super-slim leather toe post on a foot-hugging upper with our thigh-firming, bottom-toning Microwobbleboard midsole technology — so you get a workout while you walk.



**GOLD\***      **BLACK**      **IRIDESCENT WHITE\***      **SILVER\***

PRICE: £50  
SIZES: 3–9 (\*3–8)  
AVAILABLE: Jan  
(Silver March,  
Iridescent White May)



**PEWTER**      **BRONZE**



WOMEN'S  
**ELECTRA**



A perfect meeting of function and fashion, this gorgeously sparkling sandal is dusted with dozens of **CRYSTALLIZED™ – Swarovski Elements** and boasts the same famous muscle-activating, leg-toning midsole that makes every FitFlop sandal so spectacular. Special Edition.

PRICE: £150  
SIZES: 3–8  
AVAILABLE: Feb



JOHN GALLIANO / SS10



BLACK

WOMEN'S

**ROCKSTAR  
WALKSTAR**



Made with  
**CRYSTALLIZED™**  
SWAROVSKI ELEMENTS



BLACK

Our Special Edition, **SNAKESKIN WALKSTAR 3** has tonal topstitching on a soft, microfibre-lined upper, super-slim toe post, and a 'stitched and turned' top line.

PRICE: £85  
SIZES: 3 - 8  
AVAILABLE: Jan



BLACK\*



ANTIQUE WHITE

Designed by Anna Sui for FitFlop, the flirty, fun and feminine **FIGRELLA** covers the foot in layers of flowers. Anchored with antiqued gold studs on a wood-effect finished midsole, with an all-leather, microfibre-lined upper, and featuring a super-slim toe post, all on our famous muscle-loading Microwobbleboard technology.

PRICE: £70  
SIZES: 3 - 8  
AVAILABLE: Jun (\*US only)



BRONZE

NATURAL

WOMEN'S  
**WALKSTAR 3**  
SNAKESKIN



SALVATORE / SS10



WOMEN'S

**FIGRELLA**

A new leaner, lighter, more elongated vamp graces our new, **RIATA** model. With microfibre-lined snake-print leather and a delicately buckled back strap, this sandal offers incredible comfort and high style, with leg-toning on top!



SEPIA

PRICE: £85  
SIZES: 3-8  
AVAILABLE: May



AMETHYST



BLACK

A fashion-friendly, workplace-to-weekend-ready sandal, our new **ROMA** wraps the foot in all the right places. With gladiator-inspired leather upper straps and soft, elegant edging, it's FitFlop all grown up. Built on our famous leg-muscle-loading, patent-pending, Microwobbleboard midsole technology, the Roma delivers instant and absolutely amazing comfort and cushion, with a side-order of 'designer style'.

PRICE: £60  
SIZES: 3-8  
AVAILABLE: May



BRONZE



WOMEN'S

RIATA



WOMEN'S

ROMA



HERMES / SS10

The **REBEL**: Our classic triangle gone trendy with a multi-studded upper, for the fashion-loving FitFlop fan. Available in microfibre-lined leather or suede, with antique finish hardware on our famous leg-muscle-loading midsole. Helps improve posture and has been shown in studies to reduce plantar foot pain and pressure, reduce shock and load your bottom and leg muscles more every single time you take a step.



CHOCOLATE SUEDE



MINK SUEDE

PRICE: £60  
SIZES: 3-8  
AVAILABLE: May



BLACK  
CRINKLED  
PATENT

WOMEN'S  
**REBEL**



VERSACE / SS10

Introducing the **HAPPY GOGH**: Our lovable, classic, slide-on clog, re-energized with a bright-color kickstart and rebel-round-the-edge studs. HAPPY GOGHs are constructed with high-shine, soft, pliable patent leather, on our amazing muscle-loading Microwobbleboard midsole. A touch trendy. 100% comfy. And super cool. Just put a pair on and get a workout while you walk.



POPPY RED



VERY PLUM



MILKYWAY



BLACK

PRICE: £75  
SIZES: 3-8  
AVAILABLE: Late summer



CHANEL / SS10



BLUE

WOMEN'S

**HAPPY  
GOGH**

