wovva.com/ HOMEPAGE

Knitted in one piece • Six silhouettes • New colours every season • No stitching, no waste • Free shipping both ways • 60-day wear test • Knitted in one piece •

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NEW — SUMMER COLOURS

# WOVEN, NOT STITCHED.

One knitting machine turns a single yarn into a whole shoe upper. No panels, no glue lines, no offcuts on the floor. It also happens to feel like a sock.

Shop the range How it's made




1 6 60

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Shop the range | How it's made

1 piece upper
6 silhouettes
60 day wear test




THE RANGE

## Six shoes. That's the whole shop.

See all six →




RUNNR 01 $145
Everyday runner
3 colours



COURT 02 $130
Low court
1 colour




TRAIL 03 $165
All-terrain
1 colour







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Home · Shop

# The range

Six shoes, knitted on the same machine, in whatever colours we felt like this season. If you want a seventh, you'll have to wait.

SIX SHOES ONE MACHINE

Silhouette: All 6 | Runner 1 | Court 1 | Trail 1 | Slip-on 1 | High-top 1

Colour: All

6 pairs — Featured




RUNNR 01 $145
Everyday runner
3 colours




TRAIL 03 $165
All-terrain
1 colour



HIGH 05 $155
High-top
1 colour



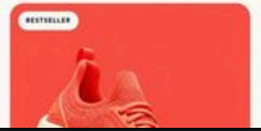
COURT 02 $130
Low court
1 colour

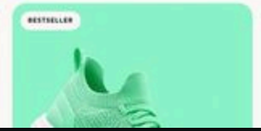


SLIP 04 $110
Lace-less
1 colour



LITE 06 $125
Minimal
1 colour




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# ONE THREAD. ONE SHOE.

A conventional trainer is assembled from around thirty cut pieces. Ours comes off the machine as one. Everything below is what that actually changes.



WHY BOTHER

## The seams were always the problem

Every seam in a shoe is a place where two materials have been forced to agree. It is where the rubbing starts, where the water gets in, and where the shoe eventually gives up. Removing them was less a design idea than a process of elimination.

A flat-bed knitting machine can vary tension, density and yarn mid-row, which means the structure a seam used to provide can simply be knitted in. Tighter stitch through the heel. Open mesh over the toes. A rib at the collar. Same thread the whole way.

THE PROCESS

## Four steps, one of which is waiting

**01** Spin & dye
Recycled polyester and a little nylon are spun into yarn and dyed before anything is knitted, so the colour goes right through the fibre.

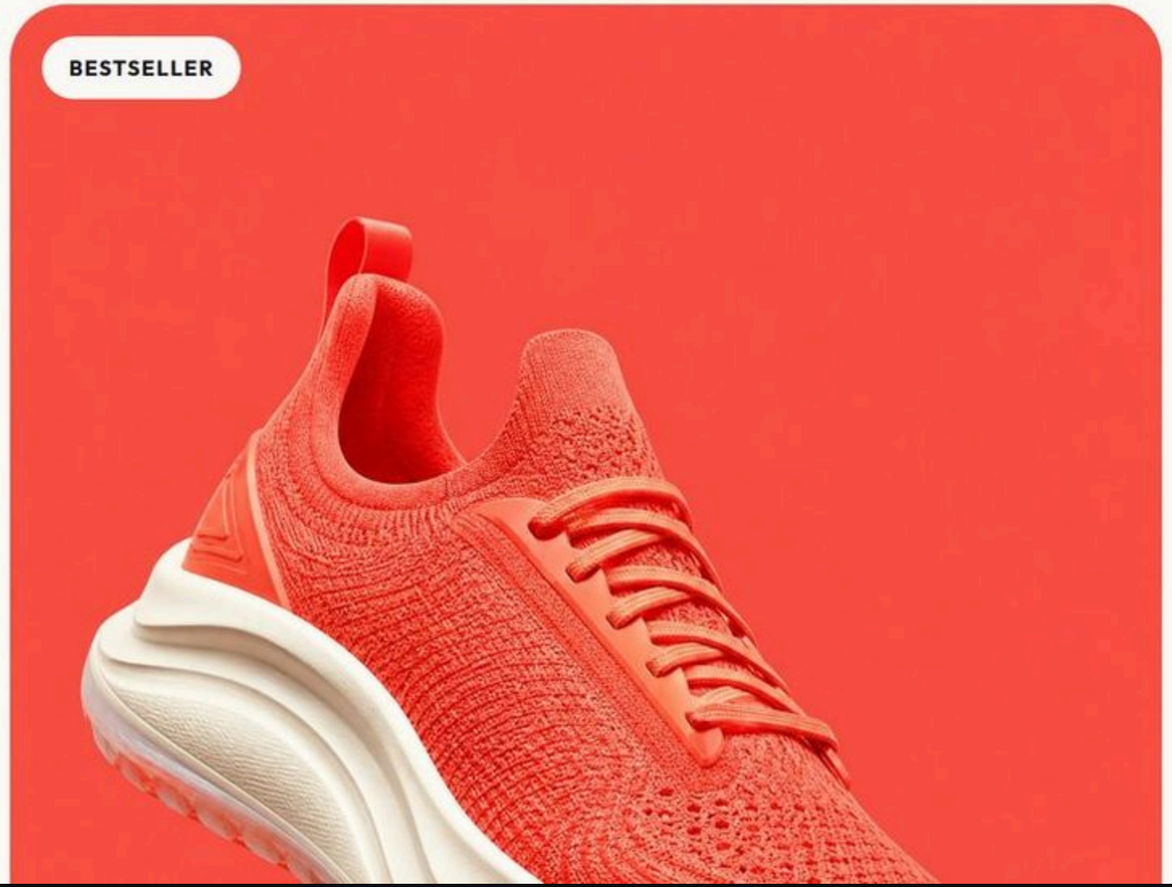
**02** Knit
Twenty-two minutes on a flat-bed machine turns that yarn into a closed upper, with support, mesh and stretch zones knitted in as tension changes.

**03** Set & bond
The upper is steam-set over a last to take its shape, then bonded to the foam midsole and rubber outsole. No stitching, no solvent glue.

**04** Rest
It sits for 24 hours before it is touched again. Waiting this is the single most common way to make a shoe that comes apart in year two.

hipping both ways · 60-day wear test · Knitted in one piece · Six silhouettes · New colours every season · No stitching, no waste · Free shipping both ways · 60-day wear t






EVERYDAY RUNNER

# RUNNR 01

**$145** · Coral

The one we knitted first and still can't improve on. A soft-collar runner with a foam midsole that's springy without being bouncy, cut low enough to wear with anything.

**Colour** Coral

**Size — UK** Size & fit

| 5 | 5.5 | 6 | 6.5 | 7 | 7.5 |
|---|---|---|---|---|---|

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