rollie

ENEMIES OF GRAVITY

Welcome to the Rollie Nation.

Imagine this—it's morning. You bounce out of bed as if gravity does not exist. You flick on the kettle and turn up the tunes. You stare in wonder at the mural you painted last night. Your living room wall never looked so alive. Sure, the landlord won't be happy but hey, when you're in a flow state, stuff like this just happens.

The toast pops. You lather it thick with peanut butter and layer on fresh dates. Thermos full, folio under arm, you jump into your shoes as you roll out the door. This is our world. A world of people unafraid to do what feels good. No 9 to 5. No work/life balance. Work is creativity and creativity is life.

It's true, our best work starts outside our comfort zone. But, no one uncomfortable in themself ever pushed past their discomfort.

At Rollie, we're all about reimagining comfort. We're creating a new brand of comfort that reflects the magic of the individual you are.

A wave of comfort that makes you question what's possible and drives you to test the limits of your own creativity. Because, nothing should weigh you down chasing what makes you extraordinary.

Welcome to the Rollie Nation. We are free. We are Enemies of Gravity.

WE ARE FREE

Step

Into

Comfort, reimagined.

It's time to expand the way you think about comfort. Forget saggy track pants and sweat shirts that've seen better days, this new wave of comfort is design conscious and innovative.

We harness the latest in material science and technical design thinking to bring you a wearing experience like no other. We fashion our designs for morning to night, 365 day wear.

Because comfort is not just the domain of the home. We want people to feel comfortable all day, every day in whatever situation they find themselves.

A wearing experience like no other.

Meet the Derby.

Comfortable, from step one.

Traditionally, Derbies were a gentleman's shoe designed for walking on cobblestone streets. Heavy and rigid, Derbies always needed to be broken in and breaking them in was a hard fought process.

In 2012, Rollie reimagined the Derby. Super lightweight, Rollie Derbies were out of the box comfort, straight out of the box.

With no breaking in or blisters and designed to be worn by Women and Men, the Rollie Derby quickly developed a cult following globally as the ultimate all-round shoe for work and play.

Meet the Weekender.

Australian designed, world class innovation.

Ever wondered why there isn't an internationally recognised Australian designed sneaker? We did too.

This thought took Rollie founder, Vince Lebon to the US.

There, he studied Sneaker design under the world's best with the dream of putting Australian sneaker design on the map.

The Weekender is our first signature Sneaker and it is making waves. Loved for its Sport Luxe vibe and innovative NitroBounce sole, welcome to next level Sneaker comfort.

OUR FIRST SIGNATURE SNEAKER

Like walking
on clouds.

MILLIONS

Meet the tech inside the sole.

NitroBounce™

Like helium for your feet, our NitroBounce™ sneaker sole is made up of millions of Microbubbles.

Formed through pressurised Nitrogen and Carbon Dioxide, this is next generation air pocket technology the compresses and rebounds as you move.

OF

MICRO— BUBBLES

Meet the tech inside the sole.

MAKE EVERY STEP UP—LIFTING

E.V.A.

Originally a performance shoe material, Rollie reimagined EVA as a material to make every step uplifting as you move throughout your day.

Renowned for its lightness, shock absorption and flex, high performance EVA is the secret to feeling amazing after a day on your feet.

Featured in all our Derbies, EVA feels like walking on clouds.

Extraordinary shoes aren't made in ordinary conditions.

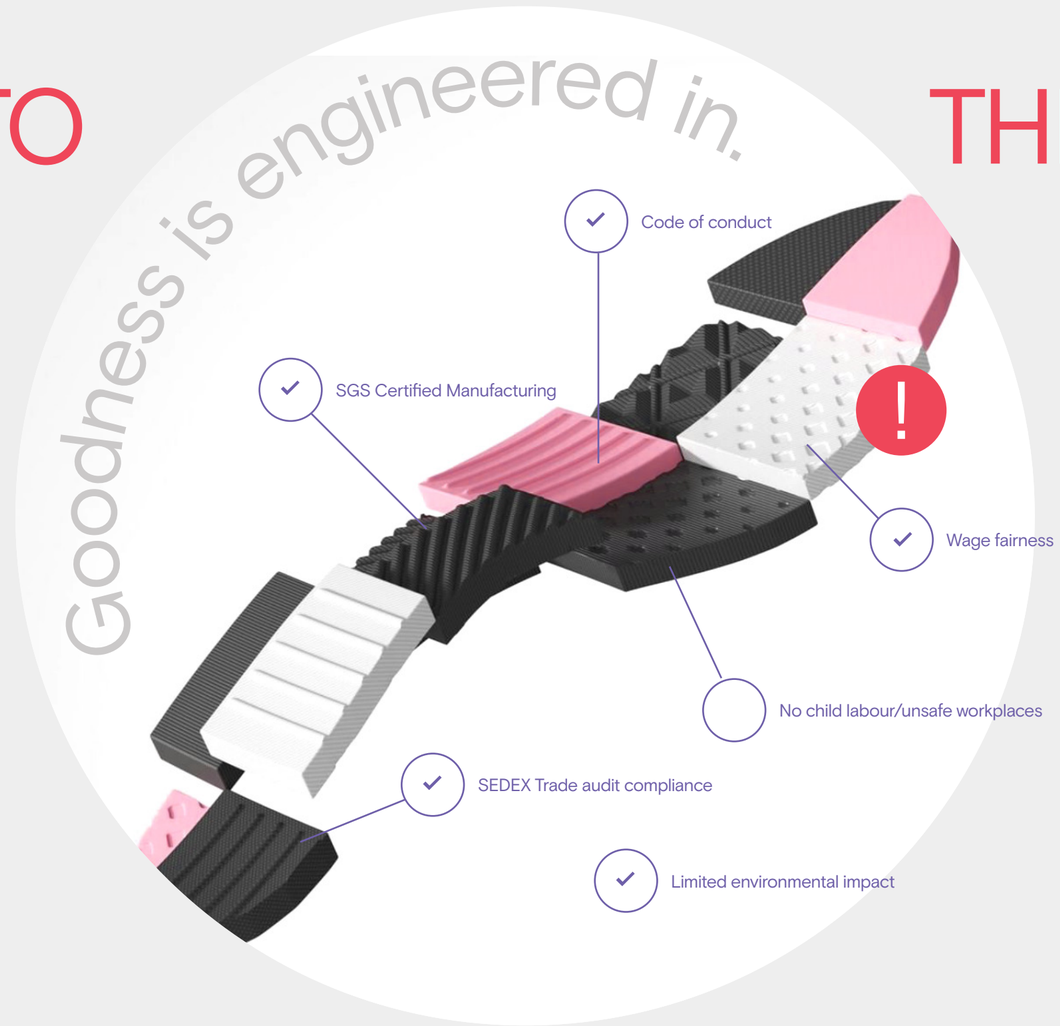
Considered manufacturing.

We are committed to upholding the highest standards of ethics in our manufacturing.

We have worked with the same our global production partners for over 10 years and visit them regularly. They are SGS Certified, comply with SEDEX trade audits and uphold our own Code of Conduct. We do not support unsafe working practices or child labour.

We insist on wage fairness, clean work environments and practices that limit our environmental footprint.

COMMITED TO THE HIGHEST STANDARDS



ENEMIES
OF
GRAVITY.

This is our community!

Word gets around. Our community is strong and growing. Stretching around the globe, it's great to see people embrace a new wave of comfort.

From strangers in the street connecting over their shared love of our shoes to people owning 20 pairs, the Rollie community is strong, vibrant and full of fun.

MARIAM — SYD
41°24'12.2"N 2°10'26.5"E

CAINE — MEL
41°24'12.2"N 2°10'26.5"E

BRYAN & TIM — MEL
41°24'12.2"N 2°10'26.5"E

Join the

Follow us on Instagram

BOB — SYD
41°24'12.2"N 2°10'26.5"E

JUN — SYD
41°24'12.2"N 2°10'26.5"E

FRED — SYD
41°24'12.2"N 2°10'26.5"E

CLARA — SYD
41°24'12.2"N 2°10'26.5"E

ELSA — BNE
41°24'12.2"N 2°10'26.5"E

"Bis mos esed et harchillor sam, sum hicat initati sitatium."

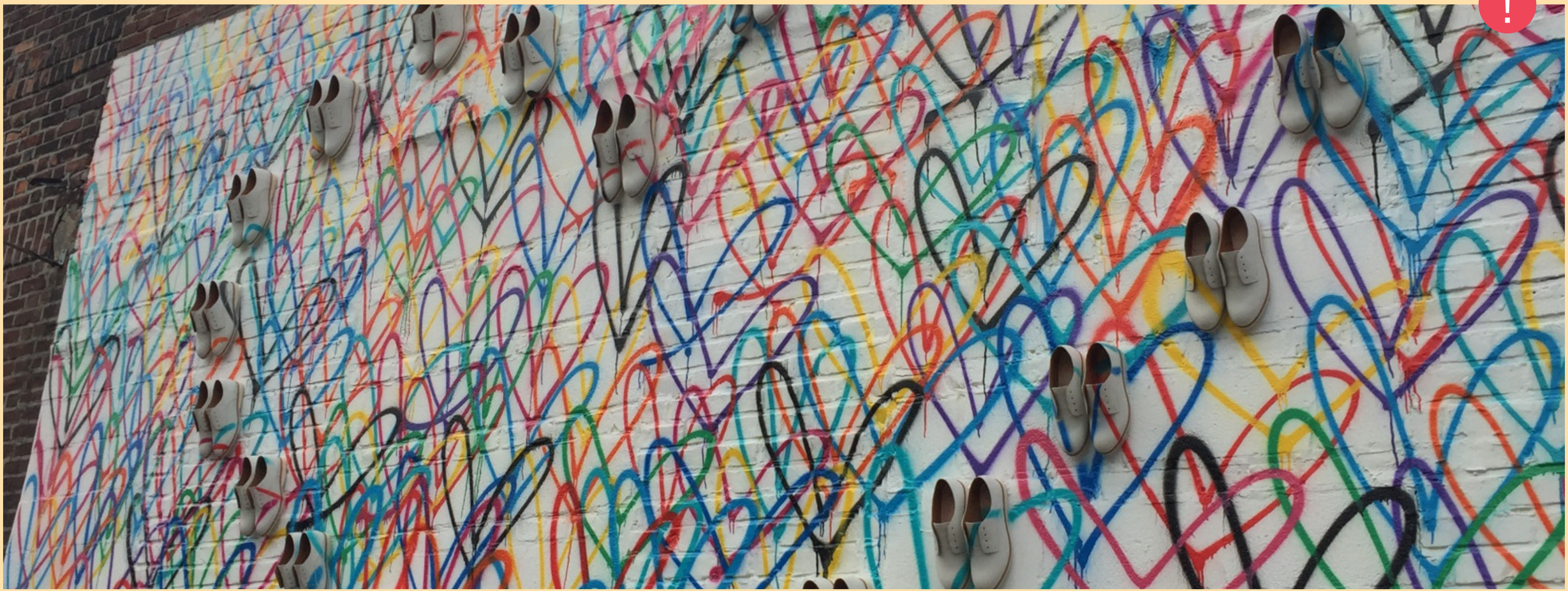
ELSA — BNE
41°24'12.2"N 2°10'26.5"E

Let’s make magic together.

We’re keen collaborators and big believers in the creative magic that flows from good people coming together.

From events and art installations to unique and exclusive product, we’re open to all forms of creative collaboration.

#lovewall
@rollienation
@jgoldcrown



Reviews in the media.

FAST COMPANY
Published 2021

"A decent sized article title goes here".
— by John Smith

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PEOPLE SAY THE NICEST THINGS

FAST COMPANY
Published 2021

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Expand your comfort zone.

Our origin backstory.

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THEY

SAID

IT

COULDN’T

BE

DONE

It’s not just the vivid mix of colours and fabrics that makes Rollie shoes stand out—

—the unique design mean
they're durable,

General Contact

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