



Trust your feeling.

ara


ara
ara
ara
ara

Because the right shoe **simply feels good.**

SOMETIMES A MOMENT IS ENOUGH. A STEP. A FEELING.

Our shoes are the result of **craftsmanship, quality, comfort and innovation** – made with great care and the aim of giving women that feeling of certainty: this is the right fit.

Thanks to our special variety of widths and fits, your customers will find the shoe that really suits them more quickly. Without detours.
Without doubt. With confidence in their own feelings.

When the fit feels right, the shoe speaks for itself.

The decision is easy, the sales conversation remains relaxed and customers leave satisfied – with the desire to come back.

Our hero styles combine precisely this added value. They provide guidance, create calm in the range and remain relevant beyond the season. For you, this means certainty in planning and a range that pays off.

**WE DON‘T DESIGN SHOES FOR THE MOMENT.
WE DESIGN SHOES THAT LAST.**

Trust your feeling.

Urban look, **flexible function, active lifestyle.**



*HERO



BERGEN / 12-27101-03
HighSoft, removable insoles,
reflective shoelaces,
bamboo, leather, width H

URBAN ACTIVE

MOVEMENT MEETS MODERNITY.

Urban Active combines urban lifestyle with outdoor freedom. Muted colours form the basis, with orange and lime green adding dynamic accents. Reflective details provide safety on dark days. Trainers, city boots and GORE-TEX® models accompany us through a flexible everyday life between city and nature.

Backpacks and crossbody bags with clean lines, smart compartments and striking details reflect the urban attitude of the theme and complement the looks with modern ease. Urban Active stands for performance, urbanity and a lifestyle that every day flexibly reinterpreted.

BERGEN / 12-27101-08
HighSoft, removable insoles,
reflective shoelaces,
bamboo, leather, width H





Dynamism. Flexibility. **Performance.**



ISABELL / 16-22304-60
Dimensions: W33 x H22 x D8



BERGEN / 12-27107-01
HighSoft, removable insoles, bamboo, leather, width H





BERGEN / 12-27109-03
HighSoft, removable insoles, reflective grosgrain ribbons, bamboo, leather, width H



ST. MORITZ / 12-26409-11
HighSoft, Removable insoles,
Gore-Tex, warm lining,
width H



CHRISSI / 16-22301-50
Dimensions: W23 x H37 x D15



BERGEN / 12-27101-09
HighSoft, removable insoles,
reflective shoelaces,
bamboo, leather, width H



Warm colours, **clear shapes, autumnal tranquillity.**





*HERO

OSLO / 12-37904-07
HighSoft, warm lining,
removable insoles, leather, width G

COUNTRYSIDE SUPREME

NATURE MEETS BRITISH STYLE.

Countryside Supreme brings the tranquillity of the countryside to autumn fashion. Green tones and warm shades define the look, while wax jackets, loden and checks add classic depth. We reinterpret Chelsea boots, sturdy boots, trainers and modern loafers, focusing on robust materials for reliable everyday wear. The result is an autumnal theme that is close to nature, full of character and yet elegant.

The bags also reflect the nature-inspired look of the theme, combining earthy colours with modern details and versatile carrying options. This theme stands for closeness to nature, warmth and the feeling of an autumnal retreat.

STOCKHOLM / 12-29303-07
HighSoft, bamboo,
removable insoles, leather,
width G





Quality. Durability. **Suitability for everyday use.**





LINA / 16-22202-10
Dimensions: W38 x H25 x D10



GRAZ 3.0 / 12-20005-01
HighSoft, removable insoles,
leather, width H



CAMBRIDGE / 12-11229-03
HighSoft, leather,
width F ½

TWO-IN-ONE BAG

SANDY / 16-22204-53
Dimensions: W42 x H36 x D10



Dimensions: W35 x H25 x D7



CAMBRIDGE / 12-11274-13
HighSoft, removable insoles, leather,
calf width L, width G

Soft winter feel, **modern functionality, alpine inspiration.**





*HERO

ST. MORITZ / 12-26417-08
HighSoft, Gore-Tex,
removable insoles, leather, width H

COSY MOUNTAIN

WARMTH THAT CARRIES YOU.

GUARANTEED TO KEEP YOU DRY
GORE-TEX PRODUCTS

Cosy Mountain takes us to the mountains, where clear air and warming materials come together. Creamy natural tones, cognac, mineral blues and greens give the theme depth and add modern accents. Winter boots and high-top trainers provide comfort with warm lining and lambskin. Faux fur details lend the look visible and tangible warmth.

GORE-TEX® remains a strong functional feature, while the bags also pick up on cosy textures and complement the look with softness. Cosy Mountain stands for comfort, naturalness and the feeling of consciously wrapping yourself up.



ST.MORITZ / 12-26415-09
HighSoft, Gore-Tex,
removable insoles,
width H

Warmth. Comfort. Function.





ALASKA / 12-29915-10
warm lining, leather,
width H

MIRA / 16-22300-94
Dimensions: W23 x H25 x D13





SAPPORO 4.0 / 12-27555-10
HighSoft, removable insoles,
warm lining, leather, width H

JENNI / 16-22302-90
Dimensions: W23 x H17 x D7





DOVER / 12-23132-08
HighSoft, removable insoles, bamboo,
leather, width G

Trend, character and **comfort in one look.**





JENNA / 12-51601-10
HighSoft, removable insoles,
leather, width G

*HERO



FASHIONISTA

STYLE THAT SHOWS ATTITUDE.

Fashionista stands for a confident, modern attitude to life. Brushed suede, dark brown tones, black and sophisticated material combinations lend the look depth and coolness. Biker boots, city westerns and feminine silhouettes move between soft femininity and striking statements. Different heel heights and striking heel shapes give the models an individual character, while individual features ensure a high level of comfort.

Bags with clear shapes and exciting textures complement looks that express personality. Fashionista is aimed at women who live fashion and want to reinterpret it every day.

KELLY / 12-52806-09
HighSoft, removable insoles, leather,
calf width M, width G

Trend. Expression. **Comfort.**





AUDREY / 12-52406-15
HighSoft, leather,
width G



AUDREY / 12-52408-11
HighSoft, leather,
width G



MONACO 2.0 / 12-46711-01
HighSoft, removable insoles,
bamboo, leather, width H



PRAG / 12-59222-01
HighSoft, removable insoles,
leather, width H



KELLY / 12-52804-06
HighSoft, removable insoles,
leather, width G



Elegant shapes, **modern materials, noticeable comfort.**





AMY / 12-52707-03
HighSoft, leather,
width G

NEW ELEGANCE

CHIC WITH A NEW LIGHTNESS.

The new elegance stands for modern festivity and joy in special moments. Slim lasts, LXV heels and fine materials such as crocodile, calfskin or velvet define the chic of the season. Pumps and loafers are suitable for everything from Brit chic to cocktail parties. Our innovative ara footbed ensures noticeable comfort.

High-quality bags with clean lines complete the look. New elegance conveys a sense of beauty, self-confidence and stylish appearance.

AMY / 12-52701-03
HighSoft, leather,
width G



Elegance. Quality. **Presence.**



AUDREY / 12-52406-15
HighSoft, leather,
width G



*HERO



AUDREY / 12-52408-11
HighSoft, leather,
width G





AUDREY / 12-52402-12
HighSoft, leather,
width G



AUDREY / 12-52404-03
HighSoft, leather,
width G





BOSTON / 12-25814-01
HighSoft, Gore-Tex,
removable insoles, width H

GORE-TEX®
Style that keeps you warm. Function that protects.

The GORE-TEX® range combines fashionable designs with reliable functionality. Highquality materials and careful workmanship characterise the collection and stand for high quality.

Modern trainers with trendy soles, winter-ready boots and ankle boots with slipresistant TPU/PU or PU soles offer stability and a secure grip for everyday wear.

GORE-TEX® stands for footwear that keep your feet dry and warm – and reliably accompany customers through the winter season.



DAVOS / 12-26913-01
HighSoft, Gore-Tex,
removable insoles, warm lining,
width H

NEW YORK / 12-25127-19
HighSoft, Gore-Tex,
removable insoles, bamboo,
width H



Protective comfortable



BERGEN / 12-27105-02
HighSoft, Gore-Tex,
removable insoles, warm lining,
width H









easy2go 2.0 – **Now with new technology and noticeable comfort.**

With easy2go 2.0, comfort begins where many forget it: when you step into your shoes.

Comfort doesn't just start when you walk – it starts the moment you step into your shoes. With easy2go 2.0, this moment is easier than ever before.

Tied elastic laces and **elastic inserts** adapt flexibly, while the technical stabilisers of **the revised slip-on technology** are now concealed inside – for a clean, contemporary look that is both fashionable and simple, allowing your foot to slip right in.

Just slip them on and go. For everyone who doesn't want any fuss, but wants smart solutions. Day after day.

An innovation that makes everyday situations easier – without compromising on style.





BOSTON / 12-25816-19
easy2go 2.0, HighSoft, removable insoles,
leather, width H



SAPPORO / 12-27557-01
easy2go 2.0, HighSoft, bamboo,
removable insoles, leather, width H



OSAKA / 12-24833-02
easy2go 2.0, HighSoft, bamboo,
removable insoles, leather, width H



LISSABON / 12-54010-01
easy2go 2.0, HighSoft, Fusion-Stretch,
removable insoles, width G

Attractive **comfortable**



OSAKA / 12-25532-15
HighSoft, bamboo, removable insoles,
Fusion-Stretch, width H

FUSION-STRETCH
Comfort that goes the distance.

The innovative **Fusion-Stretch** complements the sneaker product range in **the H and K widths**. It offers comfortable space exactly where it is needed – in the forefoot area.

Adaptable upper materials mould themselves to the foot with **maximum** flexibility. This creates freedom of movement and a comfortable fit – all day long.

These innovative sneakers meet the highest standards of **function and comfort**—for customers who refuse to be restricted but still value style.



OSAKA / 12-25511-03
HighSoft, bamboo, removable insoles,
Fusion-Stretch, width H

GARDA / 12-57711-03
HighSoft, bamboo, removable insoles,
Fusion-Stretch, leather, width H



FUSION - STRETCH
MAXIMUM FLEXIBILITY



ZÜRICH / 12-50611-03
HighSoft, removable insoles,
Fusion-Stretch, leather, width H



FIRENZE / 12-52002-03
HighSoft, bamboo, removable insoles, leather, width K

K WIDTH
Comfort that gives you space.

Two new sneaker styles expand our collection in **width range K** and offer plenty of room for the foot – without compromising on a feminine, modern look.

High-quality materials, lovely details and a contemporary design ensure a stylish appearance. At the same time, a newly developed fit supports the foot where it needs it.

The new, **exceptionally comfortable footbed** offers noticeable relief and secure support, especially in the heel area – for a comfortable walking experience all day long.



FIRENZE / 12-52002-01
HighSoft, bamboo, removable insoles, leather, width K

VIENNA / 12-52602-03
HighSoft, removable insoles,
leather, width K



RELAXED FIT



VARIETY OF FIT



VIENNA / 12-52606-01
HighSoft, removable insoles,
leather, width K

Our Features



The footbeed can be changed and replaced with your own insoles. So you get exactly the support your foot needs.



The terrycloth lining and bamboo fibre insoles are particularly soft and moisture- regulating. They ensure a fresh, dry foot climate – noticeably more pleasant than with cotton.



Comfort that goes the distance. Fusion-Stretch technology provides noticeable freedom in the forefoot area. Adaptable materials mould themselves to the foot with maximum flexibility.



The new easy2go 2.0 technology features a modern look and redesigned slip-in technology, which is now hidden inside for a clean, contemporary look.



The rounded outsole supports natural rolling. This relieves pressure on the joints and prevents fatigue.



Temperature-regulating virgin wool provides reliable protection against the cold and helps keep feet dry. Robust in use, comfortable to wear.



Soft padding and gentle cushio-ning take the strain off feet and joints. For relaxed walking – even after many hours.



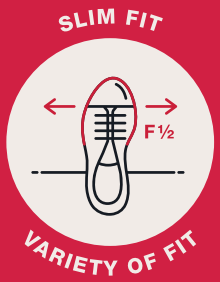
Natural leather moulds to the foot while remaining breathable. It ensures a pleasant climate and long durability.



Naturally warming lambskin keeps feet comfortably warm and ensures a balanced foot climate – soft and comfortable.



Warm textile lining protects against the cold and keeps your feet comfortable. Lightweight and comfortable, ideal for everyday wear on cold days.



Shoes in width F ½ offer good support and an optimum fit. Ideal for all those whose feet are too big in normal shoes.



Shoes in width H offer noticeably more room and are adapted to the needs of wide feet. Perfect for anyone for whom width G is often too narrow or who tends to develop pressure points.



Shoes in width G fit a normal woman‘s foot – neither too narrow nor too wide. If you want a little more width and comfort, then this width is just right.



Shoes in width K offer significantly more space in the forefoot and ball area. Ideal for very wide or sensitive feet.



Ideal for slim calves. The narrow shaft ensures an elegant fit without creases and fits snugly without constricting.



The proven fit for most calf shapes combines balanced comfort with pleasant freedom of movement and a secure fit.



For stronger or athletic calves. The wider shaft provides more space and prevents pressure points.



Maximum width for strong calves or greater comfort. The extra-wide shaft offers plenty of freedom of movement without constricting.

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Collection video

Discover our collection video featuring the latest trends.

Lookbook

Discover our lookbook in digital format.

Content provision

Discover our content in the media library of our B2B shop **b2b.ara-shoes.de**
or NEW in the FashionCloud **fashion.cloud**

Ordering options

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Hero*: Our heroes are at the heart of the collection, with maximum relevance for marketing and sales – used in a focused manner as leading models on social media and at the POS.

During the current order phase, colours and materials may change in individual cases.