

Aussie Uggies

AU

- AUSSIE MADE TO ORDER SHEEPSKIN PRODUCTS -

A person wearing a dark jacket and boots stands next to a white dog in a field. The image is overlaid with a semi-transparent blue filter.

"Sustainable and True Blue Australian"

Customer – Nikki Milne / The Perth Collective



About Aussie Uggies

OUR HISTORY AND BACKGROUND

The Chapell family have been involved in the surf industry of Western Australia since the mid 1990's, operating multiple surf shops over 25 years. It was in these stores the family recognised difficulties in sourcing genuine Australian boots made from premium grade sheepskin, despite the number of Australian designers and manufacturers creating quality product.

It was from here that 'Aussie Uggies' was born. Now dedicated to making it easier to purchase high-quality, Australian-made sheepskin footwear and accessories. Genuine sheepskin products are now at your fingertips.

Garrett Chapell

BUDDING ENTREPRENEUR

Garrett's expertise is based on both industry experience and technical training. As a 23-year old small business owner, he opened his own retail outlet which he operated for 10 years. Alongside completing a BA in Graphic Design he was in charge of wholesale buying and store operations of multiple of the family surf stores before time as part of the marketing team at Crown Resorts.

ADVOCATE OF ALL THINGS AUSTRALIAN

With a background in graphics and technical digital skills, Garrett was able to use his wholesale knowledge and industry experience to forge relationships with manufacturers. This allowed for multiple Australian artisans on a single platform, giving customers the most extensive variety of sheepskin products in Australia with even bigger plans for customisation and collaborations moving forward.



AU

About Our Products

HANDMADE BY INDEPENDENT ARTISANS

Our products are made to order by highly skilled artisans across Australia, using premium merino sheepskin, sustainably sourced and ecologically processed in Australia.

Sheepskin Boots

130+ STYLE AND COLOUR COMBINATIONS
AND COUNTING

Our Australian boot makers are true artisans in shaping and fitting the sheepskin down to the finest detail. Rather than an assembly line, each pair of boots is crafted from beginning to end by only a handful of people. This produces remarkably comfortable, quality boots.





Slides and Slippers

SHEEPSKIN FOOTWEAR FOR ALL SEASONS

The natural insulative properties of sheepskin gives isothermal properties to our footwear: the thick inner fibres wick moisture and allow air to circulate, keeping the feet at body temperature and allowing them to keep feet warm in cold weather and cool in hot weather.

Sheepskin Bears

HAND STITCHED FRIENDS FOR LIFE

Our tenderly crafted teddies are made from 100% woolen sheepskin, truly an Australian hand-made product. These very appealing, friendly teddy bears come in different styles, sizes and colours suitable for newborns to children of all ages. No two bears are ever the same, each of exceptional quality and hand made with love.





Care Products

QUALITY CARE FOR ARTISAN PURCHASES

When you invest in high-quality, Australian-made products you want to care for them at the same level as the workmanship that went into producing them. We offer a range of products for care alongside with directions for care on our online platform to ensure sheepskin is protected from mould and mildew and the life of products are extended far beyond the manufacturers warranty.

More to Come

A VERSATILE CANVAS

The online world and our access to quality artisans means we can make the impossible possible. With limitless colouring and uses for sheepskin we have grand plans not only for virtual customisation of footwear moving forward but look forward to introducing new categories of homewares and giftware made from this sustainably sourced material.



WHY CHOOSE US?

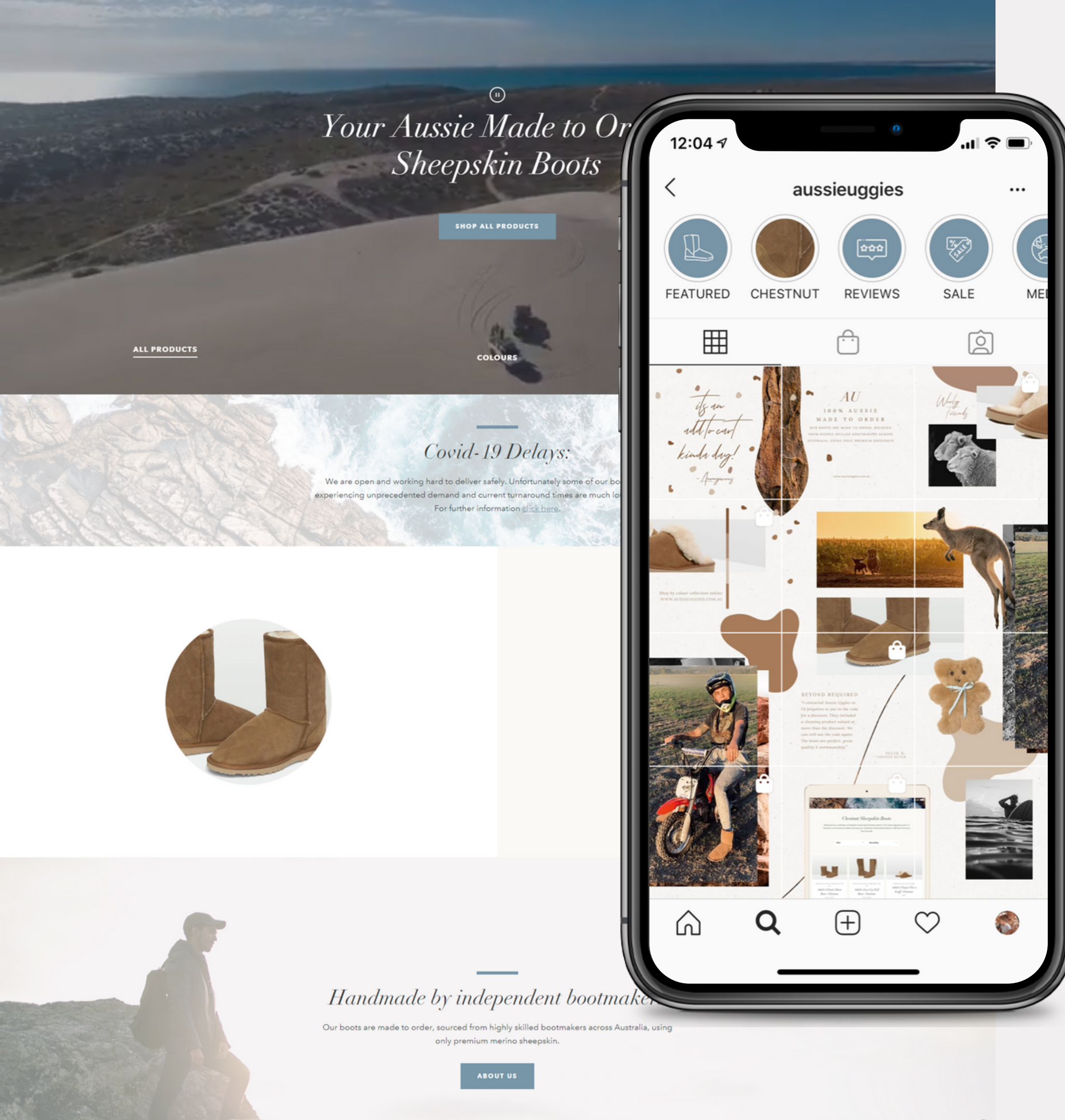
All our products are Australian made.

Each purchase is handcrafted to order.

Our products contain premium merino sheepskin, sustainably sourced and ecologically processed.

Our manufacturers are Australian artisans, many of whom are members of the Australian Sheepskin Association.

It's our vision to define the future of sheepskin boots in Australia, inspire every customer with Australian made ranges and support Australian manufacturing.



Our website is designed for visual storytelling, showcasing the finer details of our products with customizable image blocks, quote slides, and more.

We've created a better browsing experience by surfacing our menu, logo, and cart when customers begin to scroll up the page.

We make the most of large, high-resolution imagery with a full-width layout.

Our Instagram puzzle feed is a unique and powerful example of our dedication to differentiate ourselves in the market.

We offer a shop-able feed and highlight reel.

We engage with our clientele and are working with brand ambassadors and influencers to gain market share.



Our Existing Artisans

INDEPENDENT AUSTRALIAN MANUFACTURERS

Australian Ugg Boots Pty Ltd
Melbourne, VIC

Binder Enterprise Pty Ltd
Melbourne, VIC

Tambo Teddies
Tambo, Qld

What our customers say



@MRSSAMHILL_

- Brand Ambassador -

Seriously, they are soooo comfy



@THE_FARMERS_FRIEND

- Rural Photographer -

Aussie owned and made - it doesn't get
much better than that!



@FEATHERHORSE_

- Australian Stylist -

Just arived!!!! Looooooooove them!!!!



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WE LIKE TO SHARE AND COLLAB

Instagram

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@aussieuggies

Get in touch

WE'D LOVE TO HEAR FROM YOU

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