



rollie

ENEMIES OF GRAVITY

Welcome to the Rollie Nation



WE

ARE

FREE

For us, comfort isn't rocket science — it's standard. Imagine your feet on their best day — are they in good company? Your feet work hard and deserve the very best. It's why we make shoes that take the pressure off. We're Rollie Nation, we are enemies of gravity and innovators of comfort. We believe that looking good and feeling good aren't mutually exclusive — so we reimagined the everyday shoe.

Our origin backstory

THEY

SAID

IT

COULDN'T

BE

Vince Lebon has been doing shoes for a long time. After a decade of designing for some of the biggest names in Aussie shoe brands, Vince felt like something was missing — and thus, an idea was born. He wanted to create a lightweight, on-the-go shoe that felt like love at first step.

Armed with a simple sketch and a challenge, Rollie Nation was born. Prior to Rollie, it was believed that making a lightweight, comfortable, and durable shoe wasn't possible. We proved them wrong.

Our footwear is everything shoes should be — comfy enough for all-day adventures, beautifully designed, and wholly unique. Through trial and error, a decade of learning — and relearning — we've perfected our craft and we're ready to share it with you



DONE

DESIGN

Comfort for real, not brownie points.

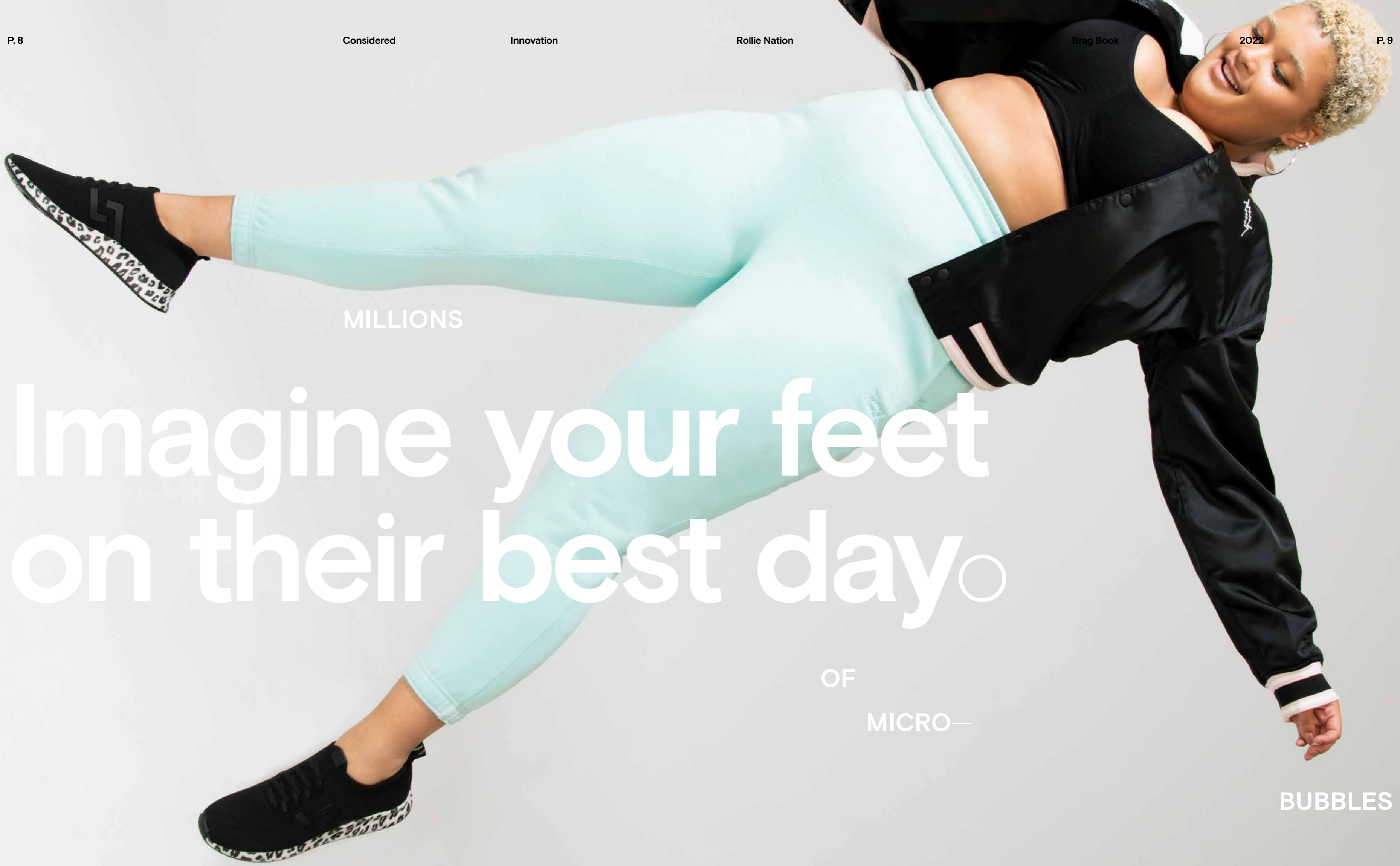
To us, comfort is more complex than saggy track pants and a trusty t-shirt — you know the one. Our take on comfort is design-conscious. We take the latest technology and marry it with technical design to bring you a wearing experience like no other.

Our shoes are designed for round-the-clock wear and built to stand up to the tests of time and durability. The result? A shoe that feels *jussstt* right in all situations and settings.

CONSCIOUS

COMFORT





MILLIONS

Imagine your feet on their best day.○

OF

MICRO—

BUBBLES

Shoes that are good for the soles.○

Meet the Derby.○

Traditionally, Derbies were a gentleman's shoe. Heavy, rigid, and designed for walking on cobblestone streets. Needless to say, the traditional Derby required some breaking in — and the process was not pleasant.

So, we reimagined the Derby. Our take is a super-lightweight, genderless shoe designed for both work and play. It's comfortable right out of the box, doesn't require breaking in, or leave behind blisters.





Meet the weekender○

Fun fact for ya — once upon a time, there was no such thing as an internationally recognised Australian designed sneaker. We decided to change that.

It started with the dream of putting Australian sneaker design on the map. So we traveled, studied intensely, and learned from the best of the best — eventually, the Weekender was born. Our first signature sneaker features our NitroBounce Sole and a feel that's easy-to-wear and hard-to-take off.

Meet the tech inside the sole.

The NitroBounce™ Sole

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

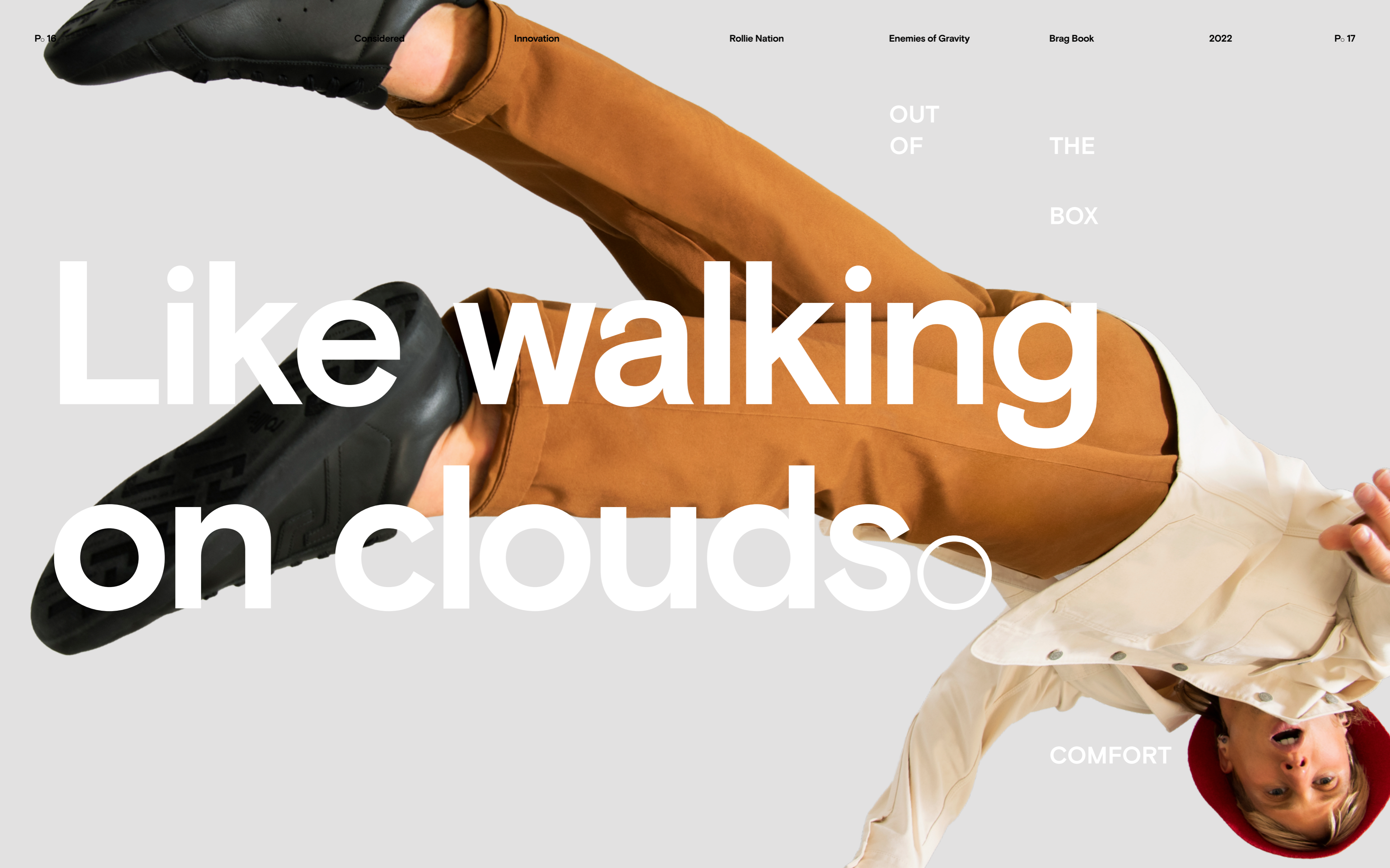
Formed through pressurised Nitrogen and Carbon Dioxide, this is next generation air pocket technology that compresses and rebounds as you move.



OUT
OF THE
BOX

Like walking on clouds.

COMFORT



Extraordinary shoes aren't made in ordinary conditions.

First things first—no shortcuts.

Rollie Nation is committed to upholding the highest standards of ethics in our manufacturing. For us, this looks like meaningful relationships with our global production partners and regular visits to our facilities.

For the past 10 years, we've worked with the same global production partners. Our partners are SGS Certified, comply with SEDEX trade audits, and uphold our own Code of Conduct.

For us, considered manufacturing goes beyond producing great shoes. 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.

COMMITTED TO

THE



Goodness is engineered in.

HIGHEST

STANDARDS

"These look like a nice pair of comfy sandals from afar, but up close have such a more unique shape, style and pizzazz than your regular black sandal. The wide structured and soft cushioned base provides a bit of bounce and a lot of support. Paired with the soft top and comfy back strap make a super wearable sandal that I can sport from dawn til dusk."

JASMINE
@JASMINE_CRISP



PINK MERL DESIGN CO.
@PINKMERLDESIGNCO



"We paint murals and are on our feet for 14+ hours a day and these shoes really surprised us.. Lots of shoe companies claim to be the best when it comes to comfort, but these shoes truly are the best of anything we've tried!"

KRISTOPHER
@KRISTOPHER_DARREN



When shoes are this good—you hear about them.

MARAYNA
@KENZIECOLLECTIVE



"Ok, I am in LOVE! Sure, all of my Rollie's are comfy AF but these just take the crown! Versatile and ready to compliment any outfit. I'll have 1 in every colour, please."

ESTELLE
@ESTELLE_MICHAELIDES_



"At first glance you know these shoes are quite something, for their aesthetic appeal draws you in immediately but then when you pop them on your feet- WOW! Hands down the most comfortable pairs of shoes I have ever worn! Thank you team Rollie!"

KATY
@_KATYPOTATY



"My Weekenders are the coolest and comfiest shoe in my wardrobe; eye catching and perfect to pair with every single dress. I especially love that they feel like a super high-performance sneaker but look the street-smart goods."

"Absolutely in love with my shoes. I had heard great stories about Rollie however until you buy your self a pair you won't be able to realise just how comfortable they are. They are also perfect for every occasion No matter where I am someone is always stopping me asking where they can get a pair. The quality of the manufacturing is insanely good which can be hard to come by these days. Could not recommend a shoe company more."

PEOPLE
SAY

THE

NICEST

THINGS

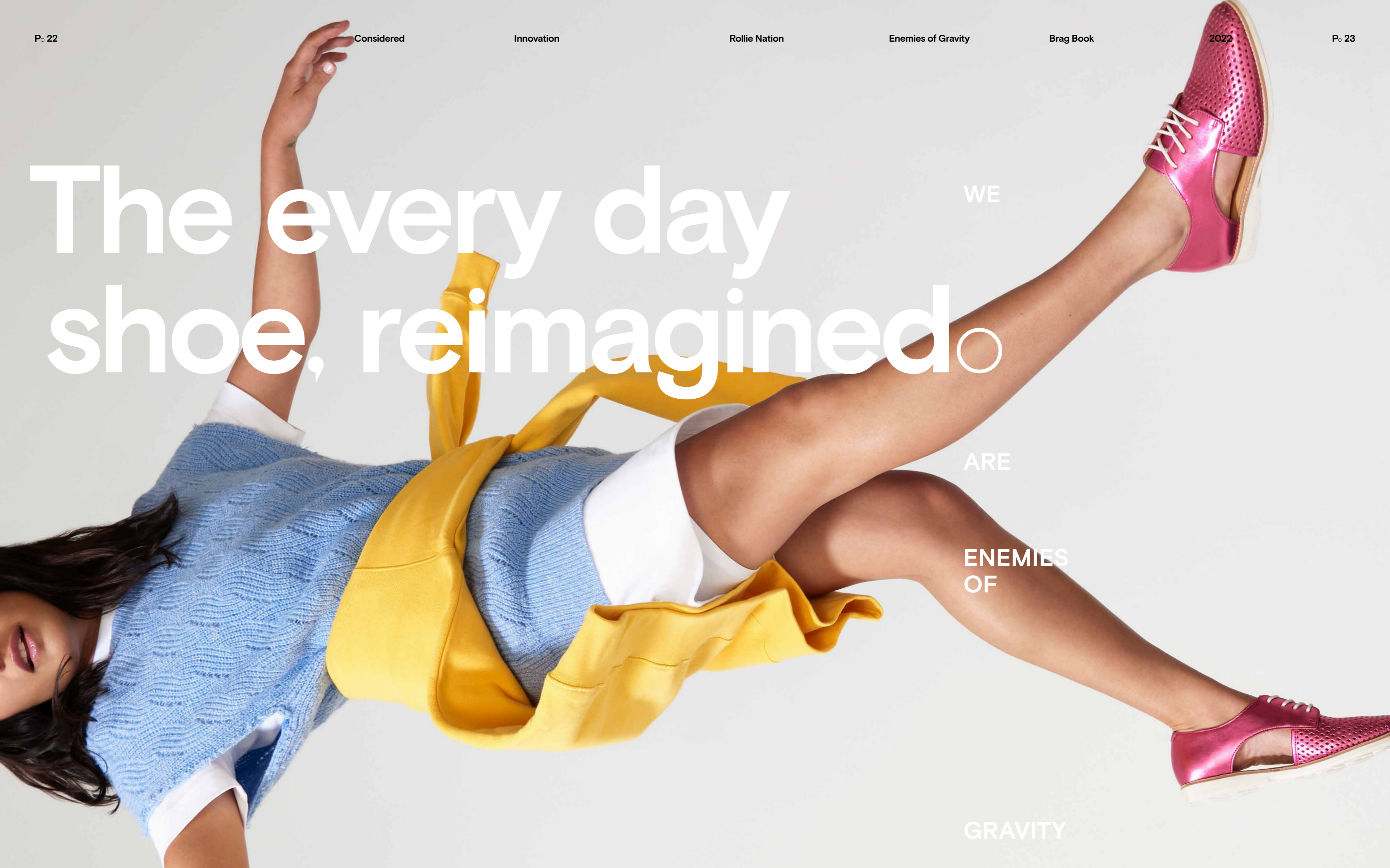
The every day shoe, reimagined.

WE

ARE

ENEMIES
OF

GRAVITY



Drop us a line— let's work 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.

#lovethe
@rollienation
@goldcrown



A person is shown from the waist down, floating in a white space. They are wearing a vibrant green jumpsuit and white shoes with a black polka-dot pattern. The person's legs are bent at the knees, and they appear to be in a relaxed, floating position. The background is a plain, light gray.

We are enemies of gravity—innovators of comfort.

EXTRA— ORDINARY

SHOES



General Contact

1800 ROLLIE / 1800 765 543
hello@rollienation.com
www.rollienation.com
@rollienation

For Sales

sales@rollienation.com

For Media

media@rollienation.com

For Collabs

community@rollienation.com