

#KICK OFF
YOUR
HEELS

VIAJIYU

MADE IN ITALY



**FREE SHIPPING
WORLDWIDE**

Your VIAJIYU flats will take
4-8 weeks.



CINDERELLA
NEVER
HAD SO MANY
CHOICES...

If you have a **Cinderella moment**, a perfect match, you can leave with ready-to-wear shoes today. Your size in a style and color you adore. But, first, we must do a fitting.

5

STEPS

to design your perfect flats

1

CHOOSE A STYLE

Some day, we will make custom: brogues, slippers, and flatforms. And soon, we will craft a VIAJIYU atelier experience, where we create a “last” (forma) of your feet.



PARMA

Inspired by the cover illustration by Hannah Rochell on her book “En Brogue. You asked. We made it: a tassel loafer.



REGGIO

A loafer with a lower vamp than our first loafer. The summer version so to speak.



RAVENNA

The Parma without the tassel. A high vamp, Italian loafer.



ISEO

A backless loafer favored by Marilyn Monroe in the 1950s.



SAILCLOTH

Founded in 1897, our textile mill in Como is one of the best in the world. Go for hundreds of colors in luxe tela olona.



POLKA DOT

Who doesn't love polka dots. Timeless in black + ivory, midnight + black or a bright pink. Choose a pop of color for your laces.



GOATSKIN

What makes VIAJIYU sneakers so amazing is goatskin. All the colors + patterns you love on a ballerina sneaker.



PONY HAIR

Cavallino is by far our most popular choice. Go for your favorite color in pony vintage or go for luxe classics like black.



FORTE

Classic, pointed-toe bootie.
Created on the bestselling TRENTO
forma.
Go for a matching or contrasting stripe.



SYRENE

A warm weather, pointed-toe bootie.
Created on the bestselling TRENTO
forma.
Go for a classic velukid.



RAVELLO

Classic, almond, pointed-toe bootie.
Inspired by the urban cowboy from
Aspen to Seattle. Sole stitches optional.
Perfect for a wilderness weekend away.



OLBIA

Classic, round-toe bootie.
Elegant back zip fits narrow ankles.
Choose one or two gros stripes.
Low wedge = 4 cm / 1.5 in.



TRENTO**

Pointed-toe wedge.
Go for a classic upper and a bold wedge.
Low wedge = 4 cm / 1.5 in.
**VIAJIYU's bestselling style.



COMO*

Classic, pointed-toe flat.
Sleek and sophisticated. No toe cleavage.
Covers bunions.
*VIAJIYU's bestselling flat.



MILANO

Sexy, pointed-toe flat.
Low in front and sides. Reveals toe cleavage.



SIENA

Almond, pointed-toe flat. Reveals toe cleavage.
Our most casual pointed-toe flat.
Perfect for brunch.



ELBA

Our bestselling pointed toe flat reimaged.
This flat covers all bunions.
Add a stripe on the vamp, too.



PONZA

Our bestselling flat gets a sexy makeover.
A classic pointed-toe flat with cutouts.
Go for two bold colors + textures.



ROMA

Classic, round-toe ballet flat.
Structured toe, heel and sole.
Great for urban souls. Bow optional.



VENEZIA

Soft, round-toe ballet flat.
Like a slipper. Perfect for sore feet.
Great for suburban souls.



TORINO

Square-toe ballet flat.
Pregnant women and frequent
flyers love this flat for swollen feet.
Optional ankle strap.



PORTOFINO

Hidden wedge ballet flat.
A 2 cm wedge inside the soft
construction supports your back.



BERGAMO

Round-toe ballerina wedge.
Our classic round toe goes to new
heights.
Low wedge = 4 cm / 1.5 in.

LIFE IS
SHORT.
BUY THE
SHOES.

VIAJIYU
MADE IN ITALY



LUCCA

Our most popular flat sandal.
A perfect pair for skinny jeans.



PERUGIA

A T-strap sandal to take anywhere..
Pairs perfectly with dresses on holiday.



ISCHIA

The gladiator sandal reimagined.
Go for classic black or white.



CARRARA

A feminine flat sandal that covers bunions.
Go for grosgrain or goatskin.



VERNAZA

The Birkenstock reimagined with a modern
grosgrain accent. Go for neutral shades.



PESARO + BARI

The Birkenstock reimagined. Ankle strap
optional.
Inspired by Sicily. Go for bold contrasting
colours.



SAVONA

Single strap sandal.
Symmetrical strap over the toes.
Timeless silhouette.
Low wedge = 4 cm / 1.5 in.



SORRENTO

X-strap sandal.
Perfect for wide feet.
Low wedge = 4 cm / 1.5 in.



MODENA

Thick crisscross sandal.
Customize in one or multiple colors.
Low wedge = 4 cm / 1.5 in.



SARDINIA

Peep-toe wedge. Covers bunions.
Perfect for the horse races or garden party.
Low wedge = 4 cm / 1.5 in.

2

WHAT'S YOUR SIZE?



33-43

Includes half sizes.



We also make different size feet for a single pair:

Left 38.5 / Right 39.*

*Gratis

3

CHOOSE A COLOR

Stefania, the world's most famous tannery for goatskin, creates 20 classic colors that never change. These are VIAJIYU's most popular classics...



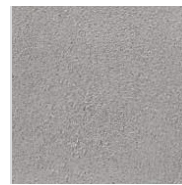
Black
Nero



Espresso
078



Anthracite
10425



Grigio
088



Summer Navy
10319



Garnet
083



Tan
068



Dune
073



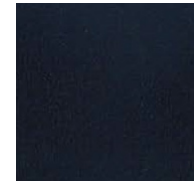
Bordeaux
082



Rosso
080



Bottle Green
10410



Midnight
091

Plus, they release 45 limited edition colors twice a year.
Here are our favorite Spring/Summer colors...



Mulberry
10588



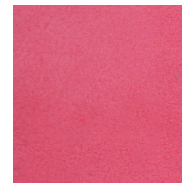
Sunset Orange
10483



Geranium
10582



Persian Rose
10488



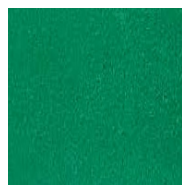
Tulip Pink
10580



Orchid
10497



Cobalt
10509



Kelly Green
10513



Lagoon
10473



Melon
10484



Limone
10478



Butter Cup
10568

ABIP, LUXE CALF HAIR



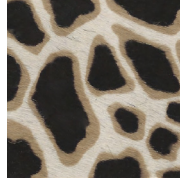
Naby
700/666



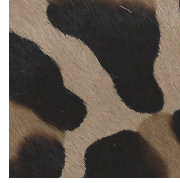
Oslo
700/666



Lima
700/740



Giraffa
700/202



Leopard
100/666



Oslo
217/666



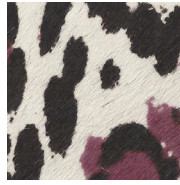
Ruanda
700/666



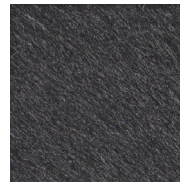
Grevy
700/666



Maxiceetah
700/469



Atlanta
700/862



Liquid Silver Fox
199/248

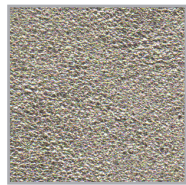


Liquid Anthracite
199/248

Metallics by Gaiera, a female-led conceria,
are also a popular neutral option.



Burma Argento
921



Burma Platino
986N



Burma Rose Gold
391SC



Burma Nudo
333OM



Burma Sabbia Rosata
29334



Burma Anthracite
749-13



Burma Cinnamon
29334



Burma New Navy
1711N

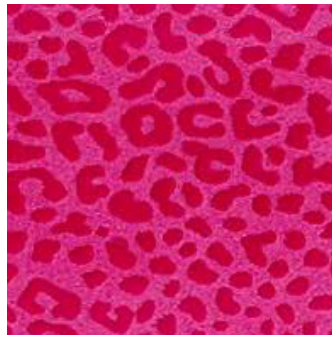


Burma Black
900

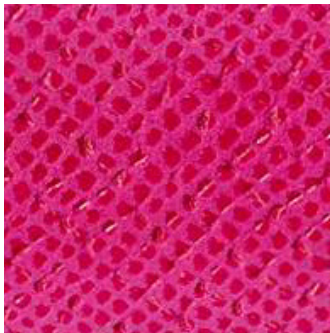
4

CHOOSE A MATERIAL

Goatskin is by far the most popular material for flats. It's naturally waterproof, scratch resistant and super soft.



Savannah: Leopard



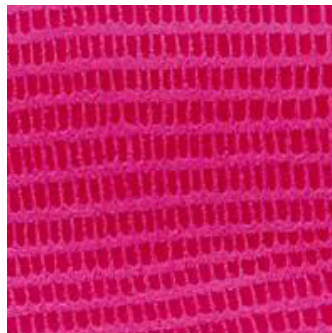
Karung: Geometric



Velukid: Classic



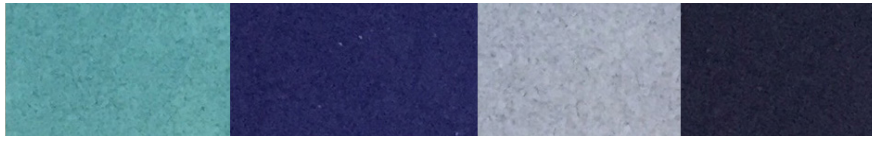
Hydra: Shimmer



Varanus: Lizard

* Stefania prints patterns on the surface of the goatskin.

FAUX SUEDE



GROSGRAIN (GIGLIO)



LINEN (CRELINO)



POINT OF VIEW DOPPIATO



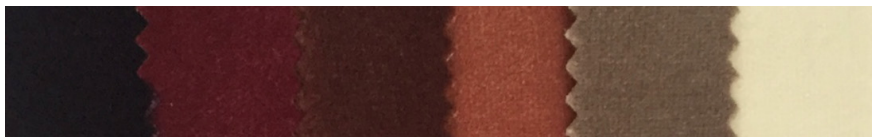
SATIN STRIPES



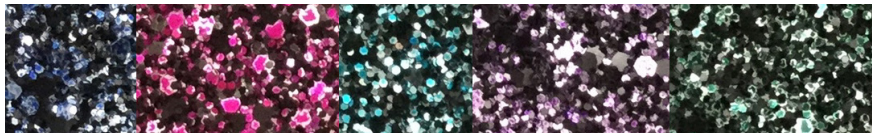
SAILCLOTH (TELA OLONA)



VELVET



GLITTER





Satin
Black and White



Doppiato
Black and White



London Antisfild
Chilli\Midnight



London Antisfild
Oro\Gray



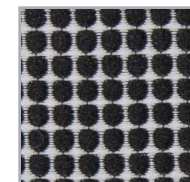
Doppiato
Black and Navy



Razmir Rigato
Candy Pink riga 10

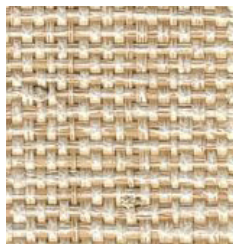


Razmir Rigato
Candy Pink riga 2,4



Tune Doppiato
Black And White

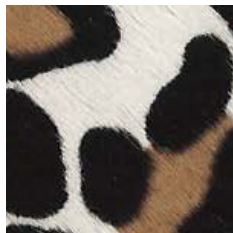
FEELING EXOTIC? SHINY OR VEGAN?



Raffia (Vegan)



Metallic Goatskin by Gaiera



Cavallino by ABIP + Dolmen



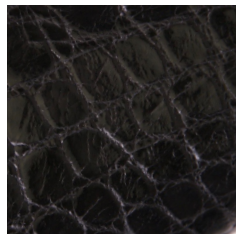
Here are some other popular materials...



Patent by Saturnia



Napa by Gaiera



Exotics by request



5

WHAT'S YOUR SIGNATURE?

Bows, studs, an ankle strap? Choose a secret color for the lining or go for a classic drawstring bow. You decide how bold you want to be.



STUDS

Our most popular signature is studs. Big or small. Gunmetal, Silver, or Matte Black.



GROSGRAIN BOW

Who says you're too old for bows? Bows are timeless at any age. The older the better.





TRIM

Feel like your flats are missing something? Try a trim. Mix or match colors. Works on Roma, Venezia, Torino, Milano, Trento, and Bergamo.



DRAWSTRING BOW

Classic ballet flat bow with grosgrain trim. Perfect for the Roma and Venezia.



ANKLE STRAP

For a chic look, mix and match colours. Wear with loose pants. Works on Torino and Siena.



BACK STRIPE

Add a simple pop of colour with a racing stripe. Perfect on a Torino, Roma, Venezia, or Como.





TOE CAP

VIAJIYU loves a splash of colour on the toe: matching or contrasting.



BACK CAP

Protect the back of your flats when driving with a back cap.



LINING/ FODERA FUR

If you live far north (or south), go for fur inside. Who needs red soles when you can have a signature color inside?



SWAROVSKI

Work with our team to create a one-of-a kind design in Swarovski crystals.



MEET VIAJIYU

WE ONLY SELL FLATS
MADE IN ITALY
MADE TO ORDER
TO TRAILBLAZING WOMEN
BY APPOINTMENT ONLY.

Because every trailblazing woman
needs one fabulous pair of flats.



This is our only boutique in the world.

Make a reservation for a private appointment here: [VIAJIYU.setmore.com](https://viajiyu.setmore.com)

A design appointment takes about 40 minutes: 20 minutes for a fitting + 20 minutes for design.

Walk-ins are welcome, but reservations are recommended.

RUNNING LATE?

If you don't have time today,
make a reservation for a
virtual appointment via
Skype, Facetime, or WeChat.





FOLLOWING
FERRAGAMO'S
FOOTSTEPS

**“Elegance and comfort are not incompatible,
and whoever maintains the contrary simply
doesn’t know what he’s talking about.”**

- Salvatore Ferragamo

Ferragamo created personalized “lasts” of the feet of famous Hollywood women, allowing for beautiful footwear without sacrificing comfort.

VIAJIYU will offer this service in the future,
the ultimate custom shoes experience for our
#TRAILBLAZERS.

WHAT'S IN A NAME

VIA

noun | vee-uh | \ve-uh\
Italian word for “road”

JIYU

noun | zh-u | \zh-u\
Japanese word for “freedom”

VIAJIYU's name is inspired by this
Japanese proverb:

“Let us not follow where the path may lead.
Let us go instead where there is no path,
And, leave a trail.”



We are slow fashion. We are the future.

Your flats will take four to eight weeks to make.
Handcrafted takes time.

All our materials + factories are local.

Our partners in production are 2nd-5th generation Italian artisans. We know every partner personally, her production practices, and her labor ethics.

We use every scrap of material. What we don't use is donated to universities for student projects.

**365 DAYS
REMAKE
REPAIR
REFUND**

ANYTIME. ANYWHERE. ANY REASON.

Walk with confidence.

Like love, sometimes it's just not a perfect match.

If your shoes aren't quite right, we'll be happy to remake, repair or refund. Email us at:

Florence@VIAJIYU.com

DIDN'T
FIND A
MATCH
TODAY?

Dont' despair. We're releasing new styles every season.

From bunions to orthotics, we'll have your perfect match some day.

Help inspire the next VIAJIYU creation. Send us your favorite pair of worn out flats, sandals, boots, or sneakers. Who knows? Your favorite shoes could help inspire our future bestseller.



Every time VIAJIYU's founder buys a new pair of shoes, she donates an old pair from her closet.

Do the same by donating to:
Soles4Souls.org
or DressforSuccess.com.



WE ARE
NOT A
SHOE
COMPANY

YOU ARE A #TRAILBLAZER. EVERY WOMAN IS.

VIAJIYU's mission is to create a movement of trailblazing women and support young #TRAILBLAZERS. If you are a female business owner, talk to VIAJIYU about how we can support your business through our entrepreneurship-in-residence program.

We don't discriminate against age; whether you are a young entrepreneur, an intern, or retired, there's a place for you here.

No matter where you live, email us at
Florence@VIAJIYU.com

THE VIA MANIFESTO

YOU DEFY LABELS.

YOU GO YOUR OWN WAY.

YOU FOLLOW YOUR OWN PATH.

YOU ARE ONE OF A KIND.

YOU FAKE COURAGE.

YOU ARE BRAVE.

YOU ARE STRONG.

YOU ARE ORIGINAL.

YOU FOLLOW GENIUS.

YOU APPRECIATE CRAFTSMANSHIP.

YOU ARE CURIOUS.

YOU TRAVEL.

YOU CREATE.

YOU GO LEFT WHEN THE CROWD GOES
RIGHT.

YOU MAKE YOUR OWN RULES.

AND, SOMETIMES YOU BREAK THE RULES.

YOU CARE MORE ABOUT TIME THAN MONEY.

YOU LOVE WHAT YOU DO.

YOU ARE A NEW SPECIES OF WOMAN,
WHO BLAZES TRAILS EVERYWHERE.

YOU ARE A #TRAILBLAZER.

WHERE
WILL YOUR
VIAJIYU SHOES
TAKE YOU?