

2024

CATALOG



Xena WORK
WEAR



WHY XENA

Women are **frustrated by the lack** of Safety Shoe options that meet their needs

Traditional suppliers apply the **“shrink it and pink it”** approach which women dislike

They **dread** wearing their safety boots, which leads to employee dissatisfaction and **safety non-compliance**

Offering quality PPE that women are proud to wear is a powerful **employment benefit**

ABOUT

Xena Workwear was founded by Ana Kraft, a female engineer who was frustrated with the terrible fit of men's boots marketed as unisex or women's. She felt that the "Shrink-it-and-Pink-it" approach of traditional boot companies was outdated, believing that women deserve workwear that keeps them safe and gives them the confidence to succeed in any work environment.

At Xena we push the boundaries of design to create professional styles that don't compromise on function. They address real pain points of women across industries. Each model is ASTM F2413-18 certified, handcrafted from high-quality materials to help women feel safe and confident.

"Working as a project engineer I was frustrated by the lack of PPE designed for professional women in demanding industries. That's why I decided to develop the most comfortable, beautiful and safe work boots on the market."

ANA KRAFT
Founder & CEO

DON'T JUST TAKE OUR WORD

I get asked all the time if my boots are “real” work boots. It’s so funny because it’s gotten to the point where I have to let them know my husband (who also needs this type) picked them out. I get told they look like regular boots so often that I keep my web receipt handy. We need the steel toe as well as the metatarsal guard and they just can’t believe how cute and “normal” looking they are. My next response is usually, “I bet they cost a lot of money.” While they are a little more, they are worth every penny. They are COMFORTABLE! I can honestly say that I will definitely be looking to Xena when these need to be replaced. I am also happy to support a small business.

Jennifer M., **CATERPILLAR**

These shoes are fabulous! I work in a huge indoor factory as a mechanic and these shoes have really been a game changer. I just love how cute they are and how I’m not sacrificing safety for style! Thank you Xena for creating such a remarkable product for women in this type of industry!

Monica M., **BOEING**



3,200+ five star reviews

My second pair of Xenas. I can’t think of a better use of my boot allowance. I’ve received several compliments (mostly from the fish biologists). They fit, go nicely with office wear, and are great around the dam.

Helen E., **SEATTLE PUBLIC UTILITIES**

I absolutely ADORE my Xenas! This style coordinates with all of my gear, and I always get compliments on them on job sites. Wildly comfortable too!

Emily J., **AMERICAN CONCRETE**

Love these shoes. Super comfortable because of the make and the inserts. They’re lightweight and stylish. I especially love the grip-grooves on the front soles. I normally scuff my shoes within a week; these are scuff-free, stain-free and I’ve had them for over a month now. I’ll be looking for another pair soon.

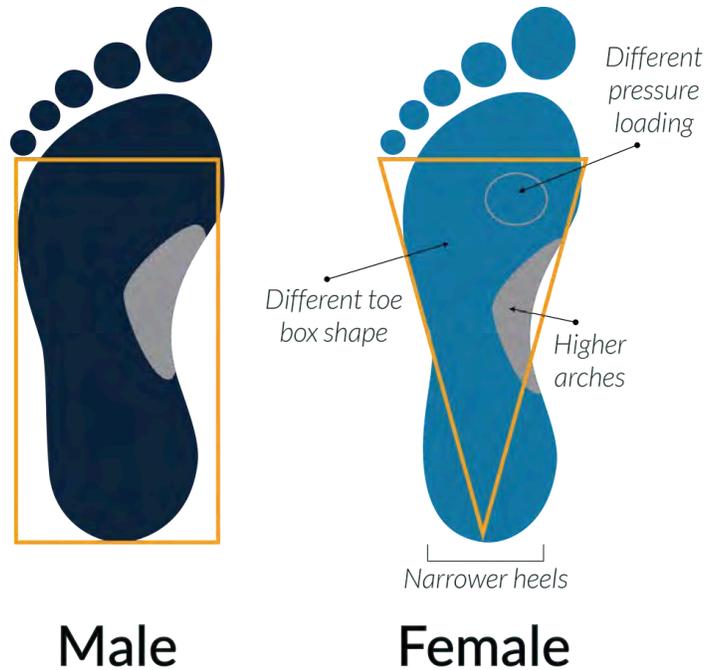
Melina J., **CHEMICAL TECHNOLOGY**

THE SCIENCE

Men and women have anatomically different feet

Safety shoe suppliers typically build women's models using a men's last

Shoes built on a women's last enhance comfort, safety, and overall employee happiness



THE SOLUTION

Engineered on a woman's last, Xena safety boots uniquely combine function and fashion

Xena is THE most desirable brand in the women's work shoe industry with 3,200+ five star reviews

Women would ideally like to replace their safety shoes annually - Xena has 6 gorgeous styles & working on more

THE OPPORTUNITY



Women make up 47% of the labor force.



Women in non-traditional fields are growing five times faster than men.

THE COMPETITION

Other brands offer bulky, poorly fitting, male-inspired models or cheaply made, low-quality options.

Women's safety shoes are an afterthought with the bulk of R&D and advertising focused on the male market.

WHAT'S AT STAKE?



Embracing the opportunity to stand out as a leader in D&I efforts



Offering products that women actually want



Creating opportunities to present innovative product offerings



Supporting women's PPE preferences and requirements

Xena *workwear for women*

OMEGA *Safety Boot*

WOMEN
OWNED®

- Bourbon Brown **Size range:** 5, 6, 6.5, 7, 7W, 7.5, 7.5W, 8, 8W,
- Stylish Black 8.5, 8.5W, 9, 9W, 9.5, 9.5W, 10, 10W, 11, 12
- Vegan Grey

The most popular Xena style with 1,300+ five-star reviews. This lightweight steel-toe work boot is easy to get into with a convenient zippered closure. EH protection makes this a favorite in the manufacturing environment. The gorgeous Smoky Gray variant is made of a high performance vegan leather.

FEATURES

- ▶ ASTM Certified (F2413-18) & OSHA Compliant
- ▶ Electrical Hazard (EH) Certification
- ▶ ASTM F3445 Slip Resisting (SR)
- ▶ Easy On-Off Design
- ▶ Antimicrobial Memory Foam Insole
- ▶ High Quality Full-Grain Leather sourced from LWG-certified Tannery
- ▶ Breathable, Odor Preventing, Thermal Regulating Lining
- ▶ High-Performance Vegan Leather (Available Option)



Handcrafted in North America



Built on a Women's Last



Six Inch Boot Shaft Height



Electrical Hazard
EH Certified



Steel Toe Protection
I/75 C/75



Antimicrobial
Breathable Lining



★★★★★ Emily P. | Construction **HILTI**

"I absolutely love these boots! They are so comfortable and light weight compared to other women's steel toed boots. appreciate they are more fashionable as well!"

Xena *workwear for women*

WOMEN
OWNED

SPICE *Safety Boot*

- Jet Black
 - Mystic Dune
 - Dark Lava
- Size range:** 5, 6, 6.5, 7, 7W, 7.5, 7.5W, 8, 8W, 8.5, 8.5W, 9, 9W, 9.5, 9.5W, 10, 10W, 11, 12

Meet the perfect women's Safety + Combat + Work Boot. The Spice offers great stability, grip, and strong ankle support with an angled zipper that is high-instep friendly. This is the second most popular model in the Xena lineup with the most "attitude."

FEATURES

- ▶ ASTM Certified (F2413-18) & OSHA Compliant
- ▶ ASTM F3445 Slip Resisting (SR)
- ▶ Easy On-Off Design
- ▶ Laced and Zippered Ankle Support
- ▶ High Quality Full-Grain Leather
- ▶ Comfortable PU Insole with Antimicrobial Lining sourced from LWG-certified Tannery
- ▶ Breathable, Odor Preventing, Thermal Regulating Lining
- ▶ Premium Brushed Nickel & Rustic Bronze Hardware



Handcrafted in North America



Built on a Women's Last



Six Inch Boot Shaft Height



EZ On-Off YKK Zipper



Steel Toe Protection I/75 C/75



Antimicrobial Breathable Lining



Christina R. | Defense



"You will NOT regret buying these!!! I have been in the Aviation field since 2015 and I always wished someone would make steel toes that looked more stylish and comfortable for women. I had no idea about these until I saw a co worker wearing a pair and I asked about them. When I opened the box.... I was IMPRESSED! They smell amazing! Then I held them... they are sooo light! Then I tried them on... they feel like a regular pair of boots! I am in shock! They don't look hideous, aren't bulky, and make me feel more confident!! Thank you Xena!!!!!"

Xena *workwear for women*

GRAVITY

Safety Shoe

WOMEN OWNED

- Sleek Black
 - Cognac Brown
 - Vegan Blackout
- Size range:** 5, 6, 6.5, 7, 7W, 7.5, 7.5W, 8, 8W, 8.5, 8.5W, 9, 9W, 9.5, 9.5W, 10, 10W, 11, 12

This stylish steel-toe bootie redefines what safety footwear can be for professional women. The Gravity features a comfortable and timeless design to help women easily transition between the office and the shop floor. With its stabilizing wide-heel and rubber outsole, it is the perfect "walkthrough boot".

FEATURES

- ▶ ASTM Certified (F2413-18) & OSHA Compliant
- ▶ ASTM F3445 Slip Resisting (SR)
- ▶ Easy On-Off Design
- ▶ OSHA / CSA Approved Heel-Height
- ▶ Heat Resisting Outsole (575° F)
- ▶ Antimicrobial PU Insole
- ▶ High Quality Full-Grain Leather sourced from LWG-certified Tannery
- ▶ Breathable, Odor Preventing, Thermal Regulating Lining
- ▶ High-Performance Vegan Leather (Available Option)



Handcrafted in North America



Built on a Women's Last



LWG-Gold Certified Leather



EZ On-Off YKK Zipper



Steel Toe Protection 1/75 C/75



Antimicrobial Breathable Lining



★★★★★ Melissa P. | Aerospace  Collins Aerospace

Look no further, you will never need to look at a different company for safety shoes ever again! The quality of this shoe as well as the customer service are unsurpassed! There is nothing else like this on the market and they will be the last brand of safety shoe you ever buy.

Xena *workwear for women*

VALENCE *Safety Boot*

WOMEN
OWNED

- Vegan Onyx **Size range:** 5, 6, 6.5, 7, 7W, 7.5, 7.5W, 8, 8W,
- Leather Chestnut 8.5, 8.5W, 9, 9W, 9.5, 9.5W, 10, 10W, 11, 12

This beautiful Chelsea Boot was designed by the request of our customers who wanted a comfortable, stylish, pull-on work boot. Metal-free and SD rating features make this a versatile boot across an array of industries.

FEATURES

- ▶ ASTM Certified (F2413-18) & OSHA Compliant
- ▶ Static Dissipative Rated (SD 35)
- ▶ ASTM F3445 Slip Resisting (SR)
- ▶ Antimicrobial PU Insole
- ▶ Metal-Free Upper
- ▶ High Quality Full-Grain Leather sourced from LWG-certified Tannery
- ▶ Breathable, Odor Preventing, Thermal Regulating Lining
- ▶ High-Performance Vegan Leather (Available Option)



Handcrafted in North America



Built on a Women's Last



Six Inch Boot Shaft Height



Static Dissipative Rated (SD-35)



Steel Toe Protection 1/75 C/75



Metal-Free Upper



★★★★★ Monica M. | Manufacturing 

These shoes are fabulous! I work in a huge indoor factory as a mechanic and these shoes have really been a game changer. I just love how cute they are and how I'm not sacrificing safety for style! Thank you Xena for creating such a remarkable product for women in this type of industry!

Xena *workwear for women*

INERTIA *Safety Boot*

WOMEN
OWNED

● Matte Black

Size range: 5, 6, 6.5, 7, 7W, 7.5, 7.5W, 8, 8W, 8.5, 8.5W, 9, 9W, 9.5, 9.5W, 10, 10W, 11, 12

This lightweight work boot was designed for professional women who need a versatile safety boot with adjustable laces, reinforced ankle support, and waterproof leather. A metal-free upper and abrasion-resistant toe make the Inertia a popular choice in the manufacturing sector.

FEATURES

- ▶ ASTM Certified (F2413-18) & OSHA Compliant
- ▶ Electrical Hazard (EH) Certification
- ▶ ASTM F3445 Slip Resisting (SR)
- ▶ Abrasion-Resistant Toe Area
- ▶ Metal-Free Upper
- ▶ Antimicrobial PU Insole
- ▶ High Quality Leather sourced from LWG-certified Tannery
- ▶ Breathable, Odor Preventing, Thermal Regulating Lining



Handcrafted in North America



Built on a Women's Last



Six Inch Boot Shaft Height



Electrical Hazard EH Certified



Steel Toe Protection I/75 C/75



Metal-Free Upper



★★★★★ Abigail S. | Automotive



Absolutely LOVE these boots! They are super cute and very comfortable. I require orthotics in my boots and I was able to remove the original insert to make room for my orthotics and not have pinching or rubbing. If you are thinking about these boots, do it. 100% worth it. I will be using my safety stipend for these for the rest of my career.

Xena *workwear for women*

WOMEN
OWNED®

FUSION

Safety Boot

- Midnight Black **Size range:** 5, 6, 6.5, 7, 7W, 7.5, 7.5W, 8, 8W, 8.5, 8.5W, 9, 9W, 9.5, 9.5W, 10, 10W, 11, 12

Even among safety boots, Metatarsal protective footwear has a reputation for being especially bulky and uncomfortable. The Fusion challenges this stereotype by being hands-down the most fashionable Metatarsal on the market with exceptional comfort.

FEATURES

- ▶ ASTM Certified (F2413-18) & OSHA Compliant
- ▶ Internal Met Guard (Mt 75)
- ▶ ASTM F3445 Slip Resisting (SR)
- ▶ Antimicrobial PU Insole
- ▶ High Quality Leather sourced from LWG-certified Tannery
- ▶ Dual-leather design (Full Grain + Suede)
- ▶ Breathable, Odor Preventing, Thermal Regulating Lining



Handcrafted in North America



Built on a Women's Last



Six Inch Boot Shaft Height



Internal Met Guard (MT)



Steel Toe Protection
I/75 C/75



Antimicrobial Breathable Lining



Tammy T. | Transportation



These shoes are fabulous! I work in a huge indoor factory as a mechanic and these shoes have really been a game changer. I just love how cute they are and how I'm not sacrificing safety for style! Thank you Xena for creating such a remarkable product for women in this type of industry!

Xena *workwear for women*

HORIZON

Safety Boot



- Desert Tan **Size range:** 5, 6, 6.5, 7, 7.5, 8, 8.5, 9, 9.5, 10, 11, 12, 13
- Rugged Black (all sizes accommodate a **wide** fit)



The rugged Horizon is Xena's foray into a heavier duty style boot. This safety boot retains signature Xena styling with beautiful accents, giving a look that pairs well with jeans. The Horizon features a wide alloy toe, durable nubuck leather, puncture resistant outsole, and 6" shaft height to take on any job.

FEATURES

- ▶ ASTM Certified (**F2413-18**) & OSHA Compliant
- ▶ **ASTM F3445** Slip Resisting (SR)
- ▶ Puncture Resistant (**PR**) Protection
- ▶ Electrical Hazard (**EH**) Certification
- ▶ Durable and Waterproof Full-Grain Leather
- ▶ Plush Ankle-Padding
- ▶ Breathable, Odor Preventing, Thermal Regulating Lining



Puncture Resistant Protection (PR)



Alloy Toe Cap I/75 C/75



Durable & Waterproof Full-Grain Leather



Electrical Hazard EH Certified



Six Inch Boot Shaft Height



Built on a Women's Last



Xena *workwear for women*



WOMEN
OWNED®

NOVA

Safety Boot

● Stylish Black

Size range: 5, 6, 6.5, 7, 7W, 7.5, 7.5W, 8, 8W, 8.5, 8.5W, 9, 9W, 9.5, 9.5W, 10, 10W, 11, 12

The Nova was inspired by the sleek design of equestrian riding boots. Be safe with an ASTM Certified steel-toe, electrical hazard protection, and non slip dual-density outsole. Move comfortably with universal stretch elastic, arch supporting insole, and breathable lining.

FEATURES

- ▶ ASTM Certified (F2413-18) & OSHA Compliant
- ▶ Electrical Hazard Certification
- ▶ Dual-Density Slip Resisting Outsole (Dry & Wet) SR
- ▶ Easy On-Off Design
- ▶ Antimicrobial Memory Foam Insole
- ▶ High Quality Full-Grain Leather sourced from LWG-certified Tannery
- ▶ Breathable, Odor Preventing, Thermal Regulating Lining



Handcrafted in North America



Built on a Women's Last



Six Inch Boot Shaft Height



Electrical Hazard EH Certified



Steel Toe Protection I/75 C/75



Antimicrobial Breathable Lining



★★★★★ Donna G. | Chemical Engineer

I put these on to wear around the house to break them in. They were so comfortable I ended up wearing all day running errands and shopping. No one knew I had on safety shoes. They look and feel fantastic. Can't wait to wear them to the plant now that I know how comfortable they are.

Xena *workwear for women*

XENA

Safety Vest



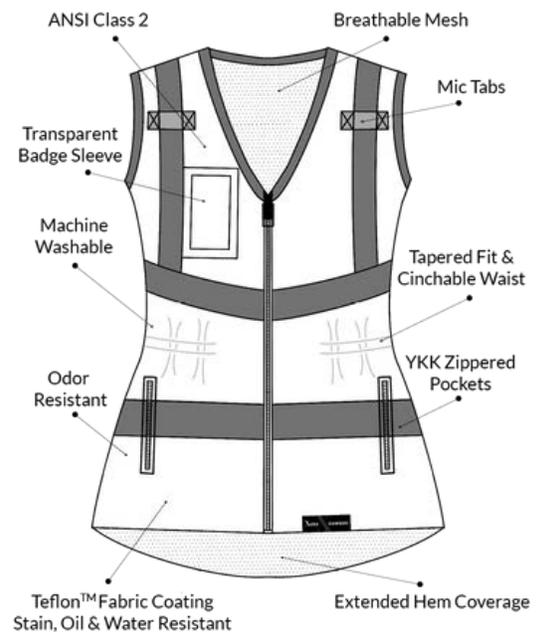
● High-Vis Yellow Size range: S, M, L, XL, XXL

This premium ANSI Class 2 Safety Vest is designed by two female founders to provide exceptional safety and comfort in any work environment. It includes the most requested features from women working in the construction and manufacturing industries who were tired of the **oversized, unsafe men's designs**.

The cinchable waist ensures a more fitted and comfortable fit for most body types. The transparent badge sleeve, mic tabs, zippered pockets, breathable mesh back and extended hem coverage are some of the other purposeful features women will love.

FEATURES

- ▶ ANSI Class 2 Safety Vest
- ▶ Female Fit with Cinchable Waist
- ▶ Extended Hem Coverage
- ▶ PFAS-free *Teflon EcoElite™* Coating
-Stain, Oil & Water Repellent
- ▶ YKK Zippered Pockets
- ▶ Transparent Badge Sleeve
- ▶ Machine Washable
- ▶ Breathable Mesh
- ▶ Mic Tabs
- ▶ Odor Resistant



**WOMEN
OWNED®**

FAQ

Q: Do your shoes fit true-to-size?

A: Boot fit is truly unique so this is a tough question. We typically say that our shoes run **a bit small**. We recommend a 1/2 size larger than what you typically wear so your toes are comfortable and you can wear a wide range of sock thicknesses.

Xena full size range: **5, 6, 6.5, 7, 7W, 7.5, 7.5W, 8, 8W, 8.5, 8.5W, 9, 9W, 9.5, 9.5W, 10, 10W, 11, 12**

Q: Where are your products made?

A: Our beautiful safety shoes are made in North America. They are designed, certified, packaged, shipped in the American Midwest, and are handcrafted by a 4th generation cobbler in Mexico.

Q: What's so special about the Xena brand?

A: Xena is a small, 6-person, woman-owned business located in the Midwest. We were founded by a female engineer who always had issues finding comfortable safety shoes that didn't make her look like one of her male co-workers. Traditional boot companies don't care much about the women's market because women are still a minority in non-traditional fields so they use the "Shrink-it-and-Pink-it" approach, taking their men's boots, making them smaller and adding "girly colors" - **this is NOT what badass women want!**

Q: What makes your products different and how is the cost justified?

A: Xena purposefully manufactures in North America where we can control the working conditions of our factory and ensure that workers receive a living wage. Manufacturing is done on a small scale and conforms to luxury boot standards. The components that go into the boots are the finest quality, from US-sourced leather produced in an LWG-gold-certified factory to the highest grade thread, glue, and lining on the market. The boots are designed with women in mind so they feature softer, more flexible leather, ultra light-weight outsole, and a feminine design unlike anything on the market. With Xena, you are getting a high-end leather boot that happens to have protective features built in rather than a clunky, work boot.

Xena *workwear for women*

Q: Do Xenas need to be broken in?

A: This honestly differs person to person. Some ladies report their boots being comfortable straight out of the box while others require 1-2 weeks to fully break in. We always recommend that women wear their beautiful new shoes at home for 3-5 days until they're certain that the size and fit works well. We advise to try different sock thicknesses to see how this impacts the fit.

Q: Are your safety shoes Waterproof?

A: "Waterproof" is a commonly misused term in the footwear industry so we try to be 100% honest when we talk about it. All Xenas are Water Resistant, keeping your feet nice and dry in most situations. Many of our styles feature premium zipper closures that do not allow them to be "technically" waterproof, but in most conditions where the water stays below the zipper-line, you'll do great! With all Xenas, it is recommended to treat them with a waterproof spray or oil to keep them looking amazing!

Q: Do Xena boots have a shank?

A: The Gravity and Horizon models feature a lightweight fiberglass shanks for improved stability. Most Xena models are purposefully built without a shank to maximize flexibility and comfort while maintaining excellent stability. These features help Xenas offer all-day comfort so that they feel like a regular pair of boots rather than work shoes.

Q: Are your insoles removable?

A: Yes they are! While we love our incredibly soft, antimicrobial, arch-supporting insole, we completely understand that some ladies may want to customize their fit.

Q: Is the bottom of the shoe Puncture Resistant?

A: Outside of the Horizon model, Xenas are not Puncture Resistance (PR) certified. The great news is that practically speaking, quite a few women report stepping on nails safely, due to the thickness and composition of the outsole. In addition there are many ladies who have great success purchasing after-market PR-certified insoles and inserting them into their Xenas to meet employer PR requirements!

BE SAFE. BE YOU.
BE A BADASS.



Xena WORK
WEAR

www.xenaworkwear.com
414-420-1222
support@xenaworkwear.com