

Vegan Style

AN ETHICAL SHOES & ACCESSORIES FASHION BOUTIQUE IN MELBOURNE

We're pretty passionate about a few things. Namely, fashion that doesn't cause harm to animals or the people who make it.



Since 2010, Vegan Style has been bringing people shoes and accessories (handbags, briefcases, backpacks, wallets and belts) that are vegan, ethically made and environmentally responsible. We also stock cruelty-free beauty and grooming products, clothing and more.

We have a physical retail shop on Brunswick Street, Fitzroy (one of Australia's most vegan-friendly areas), as well as an online store.

What Is a Vegan Shoe?

A vegan shoe is not made from any animal derived materials, which includes the upper, inner soles, glues, reinforcement parts and more. Shoes that appear to be synthetic or non-leather are not always vegan, as they can be made with animal-derived materials that are not disclosed.

Not all vegan leathers are created equal, so we seek out products made from high-quality, cruelty-free materials such as European-made PU microfibres, Piñatex (pineapple leaves), cork, cotton canvas, recycled textiles and more.

Because fair treatment of *people* is important too, we also choose to only stock vegan products made under fair working conditions.

Zette Shoes

As well as carrying vegan brands from around the world (Australia, Europe, North & South America), we also have an in-house brand - Zette Shoes. Each shoe from Zette is named after one of over a hundred rescue cats the VS owners have fostered.

We launched the Zette women's range in 2014 and have just added the first men's range collection in 2018, with a line of timeless dress shoes and a classic work boot style (stay tuned for more new styles coming soon). Zette Shoes are all made fairly in Europe (in Spain, Italy and Portugal).



Meet Our Founder - Justin Mead

From the time Justin was a young child, he had a strong empathy for animals. As a six year old on a family fishing trip, he remembers being devastated at witnessing the suffering of a caught fish; seeing the light of a beautiful creature extinguished.

He encountered other similar experiences throughout his childhood and teenage years, including learning about the realities of factory-farmed eggs from an Animal Liberation Victoria stand, and drawing likeness between the life of a new family puppy and the lives of animals brought home for dinner.

“17 years ago, I decided to go vegan and have never looked back. I no longer consider animal-based foods... well... food. I'm also proud to say that I have been vegetarian longer than I was an omnivore.

For the last eight years, I have been the owner of a thriving vegan shoe business, Vegan Style, which has now introduced its own shoe line, Zette. Over the last few years, I've seen interest in veganism grow exponentially. It's an exciting time to be on the right side of history!” - Justin Mead, Vegan Style founder.

Justin is passionate about bringing fashion to the world that is not only beautiful in aesthetic, but also in ethos, as it does not cause harm to others.

(Read more of Justin's story at <https://veganstyle.com.au/pages/meet-the-vegan-style-founder-justin-mead>)

Quick Facts

- Vegan Style was founded in 2010
- Retailer selling vegan, ethically-made and eco-friendly shoes, accessories & more.
- Have a range of styles made from innovative, sustainable materials, including:
 - Pinatex - made from pineapple leaf fibres (a by-product of the pineapple fruit harvest that would otherwise be discarded or burnt).
 - Plant-based bio-polyoils shoe linings — derived from seeds and grains
 - Recycled materials — such as recycled PET bottles, recycled tyres, recycled airbags, recycled rubber and more.
 - Cork — naturally anti-bacterial, anti-microbial and moisture absorbing; keeping feet dry and odour free. It is also a sustainable material, as the cork tree is not harmed to harvest the material.
 - Cotton canvas — including organic, fair-trade cotton canvas sneakers
- Physical store location: 345 Brunswick Street, Fitzroy, VIC 3065
- Website/online store: <https://veganstyle.com.au/>

Got Questions?

We're always happy to chat.

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Social Links: [Instagram](#) | [Facebook](#)