



# BAABUK



Catalogue AW 22



# Our story

In 2013, Galina and Dan achieved their dream of creating a shoe that combines tradition and modernity, trend and originality.

Inspired by nature and ancient traditions of shoe making we learnt how to make 100% felted wool shoes. The first pair of BAABUK slippers came to life after a lot of hard work and commitment. The brand was born with our first model of wool slippers.



Full of ideas we then came up with a sneaker made of wool as well. Our third project was the Baabuk Unisex Wool Boot. All our projects were successfully financed on the Kickstarter crowdfunding platform. And we're not done yet, there are many more BAABUK projects to come!



## Why wool ?



Antibacterial



Water repellent



Temperature  
regulating



Odor resistant





# Our philosophy

As a family-owned business we have control over our entire manufacturing and distribution process. This means it's our responsibility, and ours alone, to conduct business with high ethical standards – and we wouldn't have it any other way.

## Wool

As with everything at Baabuk, our sustainability efforts begin with wool – a fabric that is long lasting, recyclable and renewable. We go to great length to ensure the best possible care is given to the animals that provide our wool. To know more about our raw material sourcing go to our *Responsability* page on our website.

## Social impact

Just as it is in our DNA to explore beyond comfort, it is our mission to explore beyond environmental concerns to society and human health issues. For instance, along with the country's long-standing history with wool production, we chose Nepal as the manufacturing hub for our slippers and boot-bodies for the chance to make a positive impact in a local community.

We do so by providing good working conditions, 25% higher salary than the national average and, in a world

and country where men have more job opportunities, by employing more women than men (14 women and three men) in our workshop. We also guarantee that no children work in the facility.

## B-Corp Certified

Being able to enact a change on a local level like this is very meaningful to us, but we also seek to be part of B Corp's "global movement of people using business as a force for good."

As a B Corp certified company, Baabuk meets the global non-profit organization's exacting guidelines for social and environmental performance as well as for how our company's operations and business model impact our workers, community, environment and customers.





# Sky Woolers

A high top wool design to elevate your style with a merino lining to regulate your temperature.



## TECHNICAL SPECIFICATIONS

- ✦ 100% Portuguese wool upper
- ✦ Recycled Merino inner lining
- ✦ Rubber sole
- ✦ Stretch laces for easy slip-on
- ✦ Machine washable
- ✦ Made in Portugal







# Sky Woolers

## Permanent Collection

## Special Edition AW22



**SW BLUE JEANS**

Sizing: from 36 to 47  
SKU : SN02\_JS-BL



**SW CHECKERBOARD**

Sizing: from 36 to 47  
SKU : SN02\_CH-BO



**SW BLACK EDITION**

Sizing : from 36 to 47  
SKU : SN02\_BK-BR



**SW NAVY EUCALIPTUS**

Sizing: from 36 to 47  
SKU : SN02\_NA-EU



**SW MIDDLE GREY**

Sizing : From 36 to 47  
SKU : SN02\_MG-LG



**SW OATMEAL**

Sizing: from 36 to 47  
SKU : SN02\_OA-ME





# Urban Woolers

Streamlined for warmer weather, the moisture-wicking wool and slip-on, slip-off elastic laces make these sneakers cool in every way.



## TECHNICAL SPECIFICATIONS

- ✦ 100% Portuguese wool upper
- ✦ Recycled Merino inner lining
- ✦ Rubber sole
- ✦ Stretch laces for easy slip-on
- ✦ Machine washable
- ✦ Made in Portugal







# Urban Woolers

## Permanent Collection

## Special Edition AW22



**UW ORANGE**  
Sizing : From 35 to 48  
SKU: UW02\_LG-OR



**UW NAVY TARTAN**  
Sizing: from 36 to 47  
SKU : UW03-NA-TA



**UW BLACK EDITION**  
Sizing : from 35 to 48  
SKU : UW02\_BK-BK

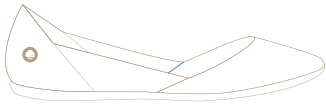


**UW COFFEE**  
Sizing : from 36 to 47  
SKU : UW03-CO-FE



**UW NAVY LEMON**  
Sizing : from 35 to 48  
SKU : UW02-NA-LE





# Wool Ballerinas

A collection of Ballerinas crafted with natural materials and distinctive designs.



## TECHNICAL SPECIFICATIONS

- \* 100% Portuguese wool
- \* Natural latex soles
- \* Women flats
- \* Machine washable
- \* Made in Portugal







# Wool Ballerinas



## Permanent Collection



WOOL BALLERINAS TEAL

Sizing : from 36 to 42  
SKU : BAL01\_TE



WOOL BALLERINAS JEANS

Sizing : From 36 to 42  
SKU : BAL01-JS



WOOL BALLERINAS BLACK

Sizing : From 36 to 42  
SKU : BAL01\_BK



WOOL BALLERINAS TERRACOTTA

Sizing : From 36 to 42  
SKU : BAL01\_TR



WOOL BALLERINAS BLUE

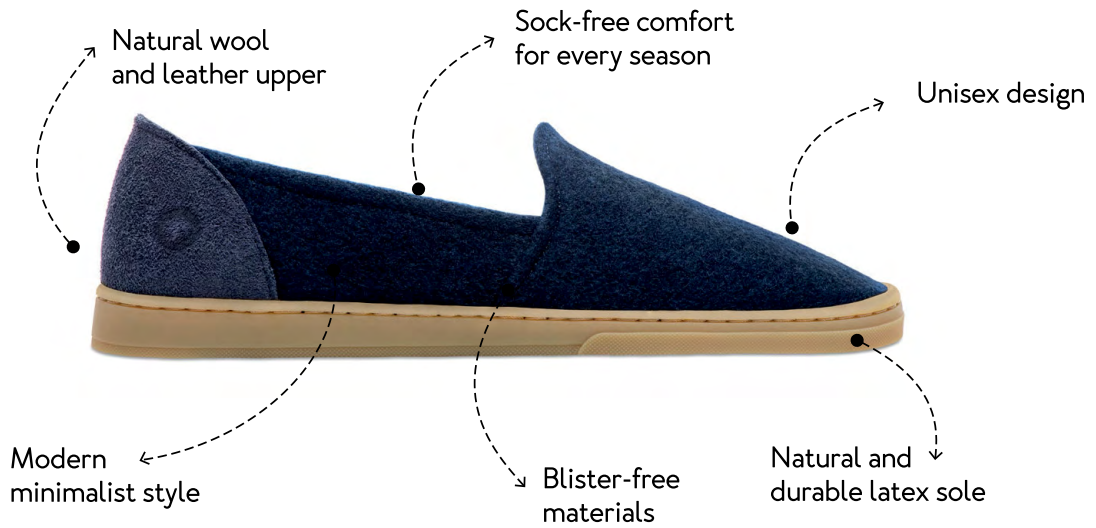
Sizing: from 36 to 42  
SKU : BAL01\_BL





# Wool Slip Ons

A collection of Slip Ons crafted with natural materials and distinctive designs.



## Permanent Collection



**WOOL SLIP ON BLACK**

Sizing : From 36 to 46

SKU : LOA01\_BK



**WOOL SLIP ON BLUE**

Sizing: from 36 to 46

SKU : LOA01\_BL

### TECHNICAL SPECIFICATIONS

- \* 100% Portuguese wool
- \* Natural latex soles
- \* Unisex loafers
- \* Machine washable
- \* Made in Portugal





# Office Shoes



**WOOL CASUAL ALEX**

Sizing: from 40 to 46

SKU : OFF01-GR-LW



**WOOL CASUAL JAMES**

Sizing: from 40 to 46

SKU : OFF01-GR-HI

## TECHNICAL SPECIFICATIONS

- ★ 100% Portuguese wool
- ★ Recycled Merino inner lining
- ★ Rubber sole
- ★ Stretch laces for easy slip-on
- ★ Machine washable
- ★ Made in Portugal

Baabuk's first men-only designs will bring the comfort of casual shoes to your office space. Authenticity and sustainability at work.

## OFFICE SHOES

Sizing : from 40 to 47



# Black Nose Sky Woolers



As a Swiss company who specializes in wool we've long been enamored with the Valais Blacknose sheep, a breed born in Switzerland in the 15th century. These aren't just any sheep. Their black faces and markings are so striking against their shaggy, white fleece that they're considered the cutest sheep in the world.

To share their story, we've partnered with local Swiss shepherds and farmers to bring this iconic wool to the market in the form of a special edition of Sky Woolers. Designed in Switzerland, these sneakers feature Swiss-harvested wool.

## SW BLACK NOSE

Sizing : From 35 To 47  
SKU : SN02\_BK-WH

## TECHNICAL SPECIFICATIONS

- \* Swiss wool upper
- \* Recycled Merino inner lining
- \* Rubber sole
- \* Stretch laces for easy slip-on
- \* Machine washable
- \* Made in Portugal



# Pomobuks



**TECHNICAL SPECIFICATIONS**

- \* Wonderfully warm and cozy
- \* Hand-crafted in Nepal
- \* Upcycling outsole made from Pomoca ski skins offcuts
- \* Soft padded insole
- \* Ancient felting art

Fellow Swiss brand Pomoca was looking to keep the unrecyclable waste from their plush freeride ski skins from going to the landfill. Enter BAABUK. Together we upcycled the cuttings into durable and versatile bottoms for a limited series slippers that embody our mission of making a positive impact and delivering the most comfortable wool footwear.

The grip-and-glide bottoms are great for sliding across wood floors to fall into your lover's arms while the felted wool uppers are perfect for slipping into something more comfortable. Each sole is randomly crafted from Pomoca's seven shades of skins so you're in for a colorful surprise when you open the box. Don't worry, no matter what style you get you'll be going green with these unique and comfortable, eco-friendly slippers.

**POMOBUKS**

Sizing : from 35 to 47  
SKU : MEL02-LG-P





# Mels

Slide-on slippers sustainably crafted using the traditional art form of wool felting by artisans in Nepal. Finished with stitched-on natural latex soles.



## TECHNICAL SPECIFICATIONS

- \* 100% New Zealand wool
- \* Hand-crafted in Nepal
- \* Single-piece construction
- \* Ancient felting art
- \* Handwash only
- \* Natural rubber sole







# Mels

Modern minimalist style

100% New Zealand wool

Unisex design

Natural rubber sole

Single-piece construction

Hand-crafted in Nepal



## Permanent Collection

## Special Edition AW22



**MEL NAVY BLUE**

Sizing : from 34 to 46  
SKU : MEL01-BL7-R



**MEL BOTTLE GREEN**

Sizing : from 34 to 46  
SKU : MEL02-GR55-R



**MEL DARK GREY**

Sizing : from 34 to 46  
SKU : MEL01-DG-R



**MEL SARI**

Sizing : from 34 to 46  
SKU : MEL02-OR67-R



**MEL BORDEAUX**

Sizing : from 34 to 46  
SKU : MEL01-R9-R



**MEL DUCK BLUE**

Sizing : from 34 to 46  
SKU : MEL01-BL7-R



## SPECIAL PROJECTS

# Wallet

Convenient and chic this slim wallet can hold your money and your cards. A smart elastic keeps your cash and cards secure.

### QUALITY

- \* Designed in Switzerland
- \* Crafted in Portugal

### MATERIALS

- \* Crafted with natural wool and leather



WALLET SKU: WAL01\_M\_BR



PACK  
OF 10  
UNITS





## SPECIAL PROJECTS

# Frogbuk & Whalebuk Storage

Any kid will tell you tidying their room isn't a ball of fun—but we're fixing to change that by channeling our inner Mary Poppins to make clean up time more enjoyable than play time. Roomy and round, the Frogbuk and Whalebuk have got the space to match the big lovable eyes as well as wide smile of the easy-to-use opening.

But the construction of these storage bins is no laughing matter. They're handmade in Nepal by local artisans to set a positive example for future generations. Wool's natural pliability (it can be bent tens of thousands of time without breaking) and stain resistance means they're soft, durable and easy to clean—in other words: perfect for kids. They're available in three different sizes to grow with your children and so that you'll grow to love these beastly bins as much as they do.



**FROGBUK** SKU : FRO01-LG



**WHALEBUK** SKU : WHA01-BL4

# Insoles Slippers

Add extra comfort and extend the life of your slippers with our handcrafted insoles. Crafted in Nepal, these insoles come standard in every pair of Yves and Mel slippers. They can now be ordered separately to replace worn-out pairs. Sold as a pair. Accommodates for 2 foot sizes

**GREY** SKU : INS02-DG

**EMERALD** SKU : INS02-BL4

**HONEY** SKU : INS02-HO20

**PINK** SKU : INS02-P6





## SPECIAL PROJECTS

# Repair Kit

Make your Baabuks last longer with our repair kit designed specifically to mend your wool shoes. Each kit comes with several heat-transfer patches in different shapes and sizes to fix all manner of scuffs, holes or cuts. Simply apply using a household iron to activate the adhesive and cover-up damage in well-worn shoes.

REPAIR KIT  
SKU : DIY-Kit

PACK  
OF 10  
UNITS



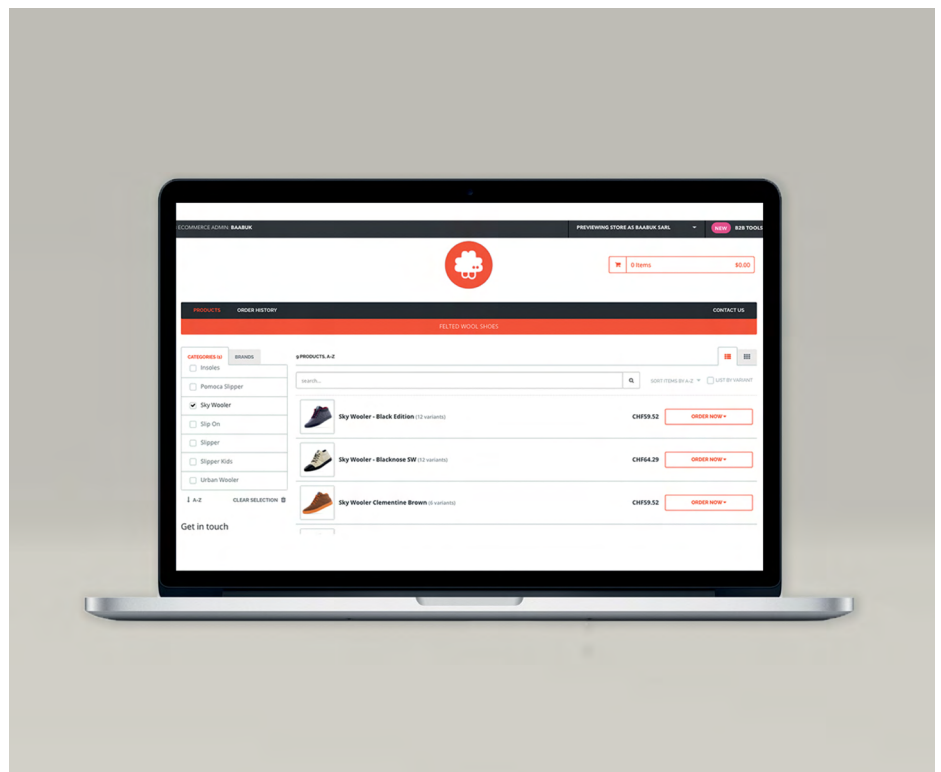


# Communication Tools

From digital tools to physical POS displays, we have a collection of assets to help your customers embark on the Baabuk journey and maximize sales. POS displays and literature are available in English, German and French.

The collection of tools range from technical information accessible via QR code to fun, eye-catching pieces – all customizable to your needs. Contact us to discuss all of our available options.

[baabuk.gogecko.com](http://baabuk.gogecko.com)



- \* A4 COLLECTION DISPLAY
- \* POSTCARDS
- \* B2B ONLINE PLATFORM
- \* TOTE BAGS
- \* TENT DISPLAYS





Certified



Corporation



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