

# imagine



AWARE  
SHOES

Divine Boot: New Winter styles in a mix of striking designs, brilliant tones and unique stitching detail



## Artistic, Individual and Wearable Shoes for a Brighter Future

Make an impact with your step, and help Be the Change, with shoes that shout out Fun Sustainable Style!

Aware Shoes emerge out of an ethical collaboration between indigenous South American Indian artists, a family-owned Fair Trade shoe producer in Colombia, and ourselves: Daniel and Jasmine.

Dan and Jas



Intricately layered textile art, called Mola, is re-used as the material of these fair trade shoes. Molas are works of art created by the women of the Central/South American Kuna tribe of Panama and Colombia.

A Kuna woman creates in each mola a reflection of her view of the cosmos and life, a vision of the world full of colour and meaning for her Native Indian culture.

Aware Shoes are great fun to wear! They come in a variety of styles for guys and gals: hi-top sneakers, boxer boots, ballets, mary janes, open-cut flats, high-length boots, and more!

Enliven your feet with a pair, or give a unique ethical gift that gives back to good causes, with 10% profits donated to charity.

Give a BOUNCE to your STEP



The Aware Network's niche collection of creative shoes gives back 10% profits to charity

### one world, many toes

Style with Ethics for a balanced Life  
Bursts of Colour for steps of Joy  
Fair trade, for us who think Global  
Variety for All Tastes, spread ShoeLove

THE AWARE NETWORK... We are an online shop and distributor of artistic fair trade shoes... [www.theawarenetwork.com.au](http://www.theawarenetwork.com.au)

### Being the Change...

One Step at a time



Helping Create a Sustainable Future

Each time you buy a pair of Mola Shoes from The Aware Network you support an indigenous culture's textile art tradition, a family-owned shoe tailor business in Colombia and the many great causes to which The Aware Network donates 10% of its profits.

## AWARE SHOES:

### Striking Designs on Eco-Ethical Shoes

1. Unique Mola on each pair  
Exclusive "one-off" textile pattern design. Each pair uses re-claimed authentic textile art by the Kuna Indians in Colombia. One mola makes one pair of shoe. No pair is the same as another pair in the whole world!

2. Fair Trade Shoes, non-sweatshop Ethical shoes, sneakers and boots handcrafted by fair trade shoe producer. Fair wages for employees, and not mass-produced by a big corporation.

3. Handmade Quality  
Any appreciator of design will be fascinated by the hand-stitched mola designs, from abstract to geometric, and from mazes to animals and plants. Shoes are tailored individually.

4. Animal-Friendly, Vegan Shoes  
All shoes are leather-free, vegan and animal-friendly. Kinder to life & Earth.

5. Re-Claimed Textile, Re-used  
Reduce consumption: re-use, re-cycle and re-claim materials! The authentic mola is re-used as the material of these fair trade shoes.

6. Comfortable and Easy to Clean  
Comfortable rubber soles. Shoes are easy to wash in warm water with a cloth. Colours in molas will not run.

7. 10% profits donated to:  
- World Council of Elders  
- Beloved Narayani Foundation  
- Cultural Survival  
- International Women's Development Agency.

### Vivid. Re-Cycled. Art



Colourful patterns on the traditional 'Mola' craftwork make these shoes a true work of art

### Authentic Mola Art re-born on Boots 'n Shoes

A dabbler in any textile art will appreciate the hours of work that goes into a mola. Several layers of cloth in a variety of colours are loosely stitched together. Fine-tipped scissors are used to cut the top layers. The cut edges are folded back and stitched to the layer below. Embroidered detail is often added on the top layer.

Mola means "blouse" and are originally made for the womens' own traditional blouses



### Timeless art for creative feet

Sewing molas is a cultural practice passed on by the grandmothers to the young girls in the Kuna community

A Kuna woman sews a mola to reflect her mastery and wisdom. The detail of the textile creation she wears shows her maturity, wisdom and experience in life.

Once a woman enters a new phase in life, she unstitches the old mola from her blouse (lets go of the old) and stitches on the new mola with its new symbolic meaning.

Traditional mola designs represent Kuna culture, mythology, native animals and plants.

Aware Shoes use Re-claimed mola textile art originals



Green Kids: Sustainable shoes, recycled fabric, animal-friendly vegan, and fair trade



## Stomp, leap and dance towards a Sustainable Future for the Children

### NEW ARRIVALS: Fresh and Different Kid's shoes for boys, girls and baby

Children can be picky when it comes to the shoes they wear. These bright mola designs are so FUN they entertain us (and kids) as a walking toy!

The Kuna live joyfully. They love to dance! To pass on their customs to the children they use dances and chants. The women also record these events in their Molas.

Warning: when wearing mola shoes you may also occasionally break out in dance, this can be highly infectious.

Today's molas still retain the traditional, geometric designs but might also be inspired by comic book characters, posters and other pop cultural sources. Each pair tells a story as unique as your little munchkins!



### Wholesale or Retail

If you are interested in stocking Aware Shoes in your shop, please email us at [info@theawarenetwork.com.au](mailto:info@theawarenetwork.com.au).

If you would like to buy a lovely pair for yourself or someone special, visit our online shop and treat yourself! [www.theawarenetwork.com.au](http://www.theawarenetwork.com.au) or write to us for a list of shops who stock Aware Shoes [info@theawarenetwork.com.au](mailto:info@theawarenetwork.com.au)

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