



Footwear for the Island Lifestyle

#ANYWHERE LIVING

OluKai

SUMMER 2020



Footwear for the Island Lifestyle

#ANYWHEREALOHA



 **OluKai**

SUMMER 2020



One Community, One Future

On the surface, OluKai is a Hawaiian-inspired footwear brand crafting shoes, boots, and sandals of the highest quality, materials, and attention to detail—below the surface, we are lucky to be part of an amazing community of interconnected cultural practitioners.

The source of our inspiration; these environmental stewards, chefs, farmers, lifeguards, and artists take great pride in their *kuleana* (responsibility) to their respective communities. They are our gracious mentors who perpetuate the connection between community, land, sea, and the *aloha* spirit that has guided Hawaiian people for centuries. Together we are *‘ohana* – sharing the ups and downs, laughs and joyous moments, celebrating and discussing the future. They generously share their knowledge to protect Hawai‘i’s cherished resources for generations to come and embody resilience in the face of change.

To our OluKai ‘Ohana —
A hui hou and mahalo nui loa.

The Aloha State of Mind



Although summertime vacations may have turned to staycations, a healthy dose of *aloha* brings positivity to all of life's journeys, big and small. When you live with *aloha*, you'll find the spirit that forged the Hawaiian Islands can serve as a guide for your daily life.



On Taylor: 'OHANA, Blue Depth

More Colors at
OluKai.com

Water-Resistant,
Quick-Drying
Straps

Contoured,
Drop-In Footbed for
Ultimate Comfort



'Ohana
(oh-hah-na)
Translation:
Family

Our classic and comfortable 'Ohana—water-resistant with a smooth footbed—is the kind of sandal that your entire 'ohana (family) can wear to the beach, the dock, or down any path leading to the sea.

- **DARK JAVA** \$70
- **STONE** \$70
- **COCONUT HUSK** \$70

The Only Way to Get There, Is to Go Together



In many ways, islands are miniature versions of the world, but with magnified perspectives—little worlds unto themselves.

The Hawaiian proverb says it well, “*he wa’a he moku, he moku he wa’a*” – a canoe is an island, an island is a canoe. This emphasizes the harmony one must have with other voyagers and with the environment around them. Perhaps no culture understood this perspective better than Hawaiians, who thrived and maintained a balance in a chain of islands thousands of miles from any other civilization.

Native Hawaiian and Hilo-born biochemist Cliff Kaponō, Ph.D., recognizes that in his work at home—as in his work across the globe—human actions within a community affect everyone, including the environment around them. So, he strives daily to live with *aloha* and make sure that effect is a positive one. A filmmaker, writer, environmental advocate, and, at his core, a scientist, Cliff has recently

returned home to Hilo, a town on the east side of Hawai’i Island, to continue his work and findings on coral health through a national grant.

“An island perspective is one that recognizes your resources,” Cliff says. “And on an island, there’s an innate understanding that there are finite resources. You can’t survive in isolation on an island, but as a community, working together, you can thrive. Native Hawaiians have so many cultural stories and systems that outline this way of life—of communities working together, everyone with a role to play.”

Beyond Cliff’s work in the lab, he devotes his life to environmentalism, outdoor recreation, human-environmental interaction, and is a cultural ambassador for his community at home and abroad. “It’s very cool to see that our way of life in Hawai’i is very valuable to the outside world, and hopefully that empowers others here, and abroad to have a positive impact on their communities and the environment.”

“There is a difference between personal gains and community gains. Being part of a community, for me, recognizes that even though I may have personal desires and wants, in the long-run, what’s best for me has to correspond with what’s best for the people around me. That is true belonging.”

CLIFF KAPONO
HILO, HAWAI’I





A Natural Bounty

Time spent on, in and around the water is one of the joys of being in Hawai'i – and anywhere with lakes, oceans, and rivers. Our water-friendly sandals will help equip you for any adventure. And in Hawai'i that often means catching fish at sunrise and waves at dusk.

Ulele
(ooh-leh-leh)
Translation:
Move Swiftly

Pre-work hana pa'a (hooking a fish) to pau hana drinks, Ulele offers everything you need from a sneaker—lightweight, versatile, and contemporary—but in a sandal.

On Daniel:
BLUE DEPTH \$75

Below Left to Right:
CLAY \$75
STONE \$75

More Colors at
OluKai.com

Water-Resistant Straps with Super-Soft Microfiber Lining

Non-Marking Wet Grip Rubber Outsole

Free Shipping on Orders Over \$125



Hokua
(hoh-koo-ah)
Translation:
Crest of a Wave

Inspired by the strength of the sea, Hokua is tough and versatile enough to comfortably support you through any ocean adventure. With water-resistant synthetic straps and a rubber outsole featuring a sea urchin lug design for superior traction, we encourage you to get this sandal wet.

Top to Bottom:
SLATE BLUE \$75
SHARKSKIN \$75
BLACK \$75
DARK JAVA \$75

Free Shipping on Orders Over \$125

Men's

This is What Summer Feels Like

Breathable, lightweight shoes that are as comfortable on the city streets as they are on the beach.

Drop-In Heel® for Slide Functionality →

Lightweight, Breathable Mesh ↙

NEW COLOR



Wet Grip Rubber for Added Traction on Wet Surfaces ↙

→ Non-Marking Outsole



Above: **BLUE DEPTH** \$95

Lae'ahi

(l-eye-ah-hee)

Inspiration:

Crater on O'ahu Now
Known as Diamond Head

With summer sun and warm Hawaiian wind in mind, we created the lightweight and breathable mesh Lae'ahi slip-on as the perfect sandal alternative. As light and airy as the season, Lae'ahi is the perfect, everyday beach sneaker for all your summer adventures.

Left to Right:

CLAY \$95

PAVEMENT \$95



Free Shipping on Orders Over \$125



Kamuela Yim

WAIPI'O, O'AHU

A community cannot survive without food and water, just as a culture cannot survive without its language. Farmer, cultural practitioner, and head of the Office of Hawaiian Education, Kamuela Yim believes in the well-being of both. Traditionally in Hawai'i, sharing and pooling resources sustainably—from fish to *kalo*—was how island communities continued to thrive.

"Essentially, Hawai'i is a canoe in the middle of the water that has very limited resources," Kamuela says. "You can either run it until the wheels fall off or you can be in sync with the place and know how to grow or fish sustainably so that you can do the same next week." Community leaders like Kamuela have taken this responsibility upon themselves to lead the future with a combination of education and *aloha*.

Keola Rapozo

MOKU O KAKUHIHEWA, HAWAI'I

It's clear, more now than ever, that being part of a community stretches well beyond one's immediate 'ohana. And if you asked Native Hawaiian designer Keola Rapozo, co-founder of local brand FITTED, he'd tell you that one's *kuleana* to their community includes all the concentric circles radiating beyond the family, too.

For Keola, one very essential role in connecting communities is perpetuating the importance of Hawaiian language, and specifically, storytelling. "I believe that the storytelling medium is Hawaiians' greatest gift," Keola says. "We've always been a society of oration and we have become natural storytellers in all aspects of communication and art. It's our greatest art form, so to speak."



Read More at OluKai.com/walkstories

Men's

Every Sandal Tells a Story



Leather sandals should make a statement, and that's what every pair of OluKai delivers. From carefully considered artwork and materials, to meticulously crafted stitches adorning our product—the stories of the Islands live on.

Hiapo

(hee-ah-pah)

Translation:

First Born

LAVA ROCK \$120

Pikoi

(pee-koy)

Translation:

Core of a Fruit

RAY \$100

More Colors at
OluKai.com

Nalukai Sandal

(nah-loo-kah-ee)

Translation:

Weathered by the Storms of Life

DARK WOOD \$110

Mea Ola

(meh-ah oh-lah)

Translation:

Creature

DARK JAVA \$120



Left to Right:

Nalukai Slip-On

(nah-loo-kah-ee)

Translation:

Weathered

FOX \$110

Moloā

(moh-loh-ah)

Translation:

Lazy

DARK WOOD \$130



All Hands on Deck



Go outside, step into nature—that's all summertime asks. This season, if you're answering that call, be sure to step out in shoes built for the season. Our breathable mesh, water-friendly Nohea Moku and 'Ālapa Lī—both with our Drop-In Heel® and bungee laces—are down for any adventure. Plus, they're washable, so you can toss them in the machine to rinse away any germs. Visit OluKai.com/care for an easy how-to guide.

①

Nohea Moku
(noh-heh-ah moh-koo)
Translation:
Handsome
—
CHARCOAL \$100

②

Nohea Moku
(noh-heh-ah moh-koo)
Translation:
Handsome
—
BLUE DEPTH \$100

③

'Ālapa Lī
(ah-lah-pah lee)
Translation:
Active, Lace
—
CHARCOAL \$100

④

'Ālapa Lī
(ah-lah-pah lee)
Translation:
Active, Lace
—
TRENCH BLUE \$100

⑤

'Ālapa Lī
(ah-lah-pah lee)
Translation:
Active, Lace
—
POI \$100



On Kamu: NOHEA MOKU, Dark Shadow



“Community is being connected. It’s not a zip code. It’s understanding and sharing the same values, the aloha spirit, always giving back and not expecting anything in return when you give.”

HA’A KEAULANA
MĀKAHA, O’AHU

One Ocean, One World

Ha’a Keaulana and her family legacy runs deep on the West Side of O’ahu and is intertwined with the ‘aina in a special way.

Not long after Ha’a Keaulana was born, her father, legendary waterman and big-wave surfer Brain Keaulana, made a *ho’okupu*, a gift or offering, with Ha’a’s *piko* (umbilical cord). In Hawaiian culture *piko* symbolizes connections. It represents a connection to life, to one’s ancestors, and to the land. He set the offering in a special place on the reef at Mākaha, his family’s home for generations, right below the spot where he sits in the ocean when the waves are 20 feet or bigger. Ha’a would forever be connected to Hawai’i, Mākaha, her *‘ohana*, and her ancestors. It’s a tradition that the Keaulana’s have been doing for generations.

In these times, Ha’a is more thankful than ever for her strong connection to her community. “As for my grandpa, my dad and myself, we’re spreading the word that right now is not the time to gather, even though we all miss each other,” Ha’a says. “It’s a good time to stay connected through because even though we’re isolated, we’re still connected. I think this will help us appreciate each other so much more by the time this is all done.”

Ha’a still doesn’t miss a chance to get back in the cleansing waters of the leeward side, connecting back to her roots, between mission critical runs of delivering food and masks to *kupuna*.



Women’s

In the Spirit of the Sea



Honu
(*hoh-noo*)
Translation:
Turtle

In four colors, the exclusive Honu is a sleek leather sandal with a Hawaiian sea turtle laser etched on the footbed. Featuring comfortable and colorful full-grain leather, this custom sandal is your guide to adventure.

Top to Bottom:
BETROOT \$100
ROSE GOLD \$100
GREEN AQUA \$100
TAPA \$100



One of the most awe-inspiring sights to see in Hawai’i is the green sea turtle or *honu*. Whether you’re lucky enough to be visited by one in a local swimming hole or get a glimpse of them in “Turtle Traffic” driving by Laniakea Beach, they make any day spent *makai* even more magical.



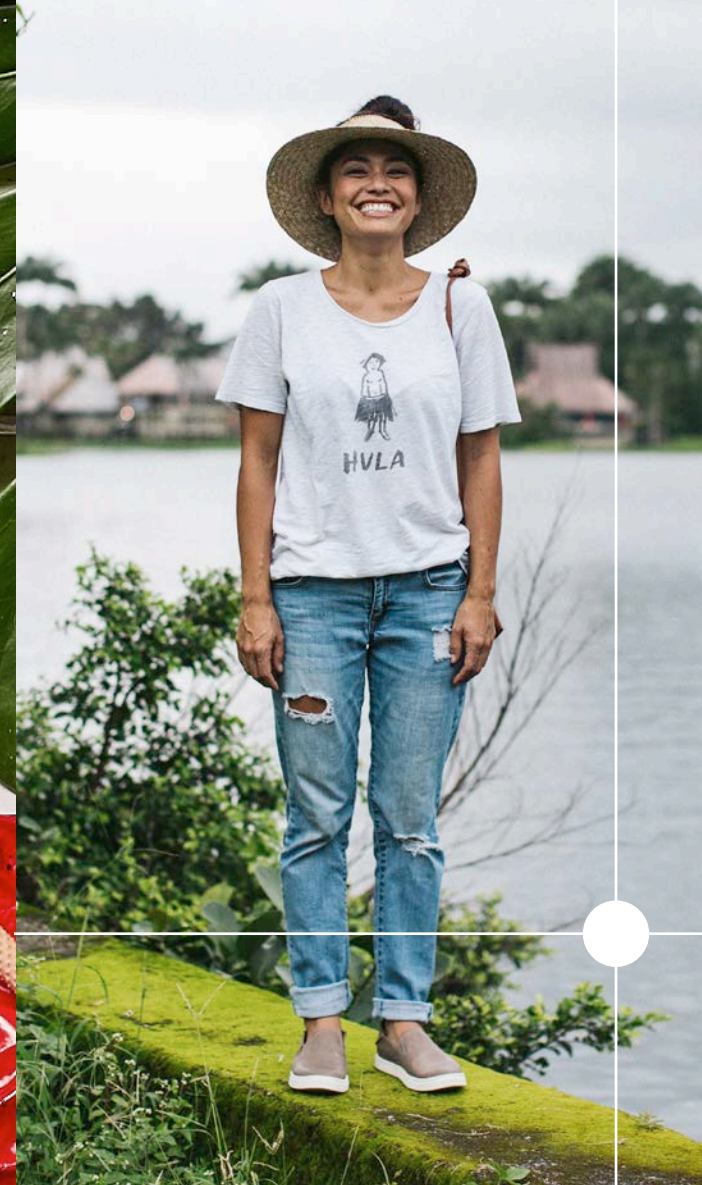
Paniolo

(pah-nee-oh-loh)

Translation:
Cowgirl

In 1833, Mexican vaqueros taught Hawaiians how to manage cattle. Since then, the *paniolo* (cowboy) culture has thrived in Hawai'i, especially on Maui and the Big Island, where it remains vibrant today. With its hand-sewn, saddle-inspired stitch detail and deeply oiled leather, the Paniolo sandal taps into the timeless, upcountry *paniolo* aesthetic and sense of adventure.

NATURAL \$85



Brandy Serikako

HILO, HAWAI'I

Brandy Serikako is 100 percent Hilo. A native Hawaiian *hula* dancer, surfer, artist and designer, and advocate for 'ōlelo Hawai'i (spoken Hawaiian language), Brandy is admittedly and proudly a product of her home, the 'āina, the generations of her family, and her extended 'ohana that have come before—her cultural heritage.

With so many passions in addition to her main role as mother to three beautiful daughters, Brandy enjoys the way all her communities intersect in a small town like Hilo. Whether running into *hula* friends while surfing Honoli'i or catching up with other parents from her daughters' Hawaiian language

immersion school, everyone is supporting each other the best they can, sharing food, positivity, and *aloha* as they work together to stay safe and help the *kūpuna* in the community.

For Brandy, living *aloha* is the foundation of her perspective and life's work. "I want everyone to have this lifestyle, being conscious and thinking about every action we do and how that affects the next generation and honors our *kūpuna*. Hawai'i is so unique, but you can still have that intent and lifestyle at home, wherever that is, and that connection should be important because it's feeding you, spiritually, mentally, and physically."



Kaekae

(k-eye-k-eye)

Translation:
New Fashioned

The understated-yet-sophisticated Kaekae embodies casual summer fun with a gorgeous combo of full-grain and shiny metallic leathers.

SILVER / GOLDEN SAND \$85

Full-Grain Leather



Super Comfortable
Nylon Toe-Post




More Colors at
OluKai.com





More Colors at
OluKai.com

Home is Where the Aloha Is



Ho'ōpio
(ho-oh-pee-oh)
Translation:
To Act Young
—
Crafted to rejuvenate your step on any path, Ho'ōpio's clean, slim, and playful silhouette is sure to enhance your energy.
—
DUSK/STRIPE \$65



No matter where you live, it's easy to add an island vibe to your summer adventure. Bring the spirit of the islands to every summer day with ultra-comfortable colorful sandals that will inspire you to live aloha.



'Ohana
(oh-hah-na)
Translation:
Family
—
'Ohana is made for family beach days with boards and barbecues. It's the ultimate beach sandal designed to handle everything the shoreline has to offer.
—
PETAL PINK \$70
BLUEBERRY \$70



HO'ŌPIO, Onyx \$65



HO'ŌPIO, Bone/Stripe \$65



HO'ŌPIO, Deepest Depths \$65



'OHANA, White \$70



'OHANA, Sea Glass \$70



'OHANA, Black \$70



Shift Into Cruise Control

▼
Summer is about letting the season unfold. Taking time to connect, talk story and share *aloha* is part of building enduring communities, with deep roots. No matter where you are this summer, remember to get on Hawaiian Time and stop to smell the plumeria.

← On Marina: PEHUEA, Bright White

Kimi Werner

WAIALUA, HAWAII

Environmental activist Kimi Werner has spent her life surrounded by people who share her diverse passions. She trained with the world's best freedivers and spearfishers before becoming a national champion herself. She's advocated for environmental protections alongside the world's leading scientists, and she has engendered localized food-sharing networks across the Islands.

At the heart of her journey, family has always been Kimi's most prized community. Recently married and celebrating the birth of her son, Buddy, Kimi has transitioned to putting down roots and celebrating her newest community, her immediate family. "Buddy loves the ocean and I can't wait to share with him the joy it's given me," Kimi says. "That's what my parents gave me when I was young. I want him to know the source of things like the food we eat, watching a garden grow or swimming in the ocean. I want to guide him into being a kind-hearted, respectful human who appreciates, knows, and loves where he came from and what it provides."

"I used to have to travel the whole world to find what I was looking for, and now, with my baby boy, I feel like I have the whole world in my arms and it's all that I need."



Pehuea
(peh-hoo-eh-ah)
Translation:
A Rising Wind
 —
TRENCH BLUE \$85

Pehuea
(peh-hoo-eh-ah)
Translation:
A Rising Wind
 —
PALE GREY \$85

Pehuea Li
(peh-hoo-eh-ah-lee)
Translation:
A Rising Wind, Lace
 —
TAPA \$100

Pehuea Li
(peh-hoo-eh-ah-lee)
Translation:
A Rising Wind, Lace
 —
CEDARWOOD / LINEN \$100

Drop-In Heel® for Slide Functionality

More Colors at
OluKai.com



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OLUKAI

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OluKai Hilton Hawaiian Village: Ali'i Tower, 2005 Kalia Road, #241 Honolulu, O'ahu, HI 96815

OluKai Whalers Village: 2435 Kā'anapali Pkwy. #H-5, Lahaina, Maui, HI 9676

**Free Ground Shipping
on orders over \$125 at OluKai.com**

Welcome to the 'Ohana



We love sharing *aloha* with you, our extended family. If you haven't made the connection yet, join our 'ohana and we'll share early bird opportunities to purchase our exclusive, limited edition products and stories from the islands.



correcting to Coconut Husk



MEN'S 'OHANA
Coconut Husk (pg 7)



Every pair gives back to Hawai'i through our Ama OluKai Foundation

Find a Store Near You. Go To OluKai.com/DealerLocator

(866) 467-9694
OluKai.com
Printed in the USA



Ho'ōpio
(ho-oh-pee-oh)
Translation:
To Act Young

—
 Crafted to rejuvenate your step on any path, Ho'ōpio's clean, slim, and playful silhouette is sure to enhance your energy.
 —

Home is Where the Aloha Is



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HO'ŌPIO, Onyx \$65



HO'ŌPIO, Bone/Stripe \$65



HO'ŌPIO, Deepest Depths \$65



'OHANA, Sea Glass \$70



'OHANA, Black \$70



'OHANA, White \$70



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