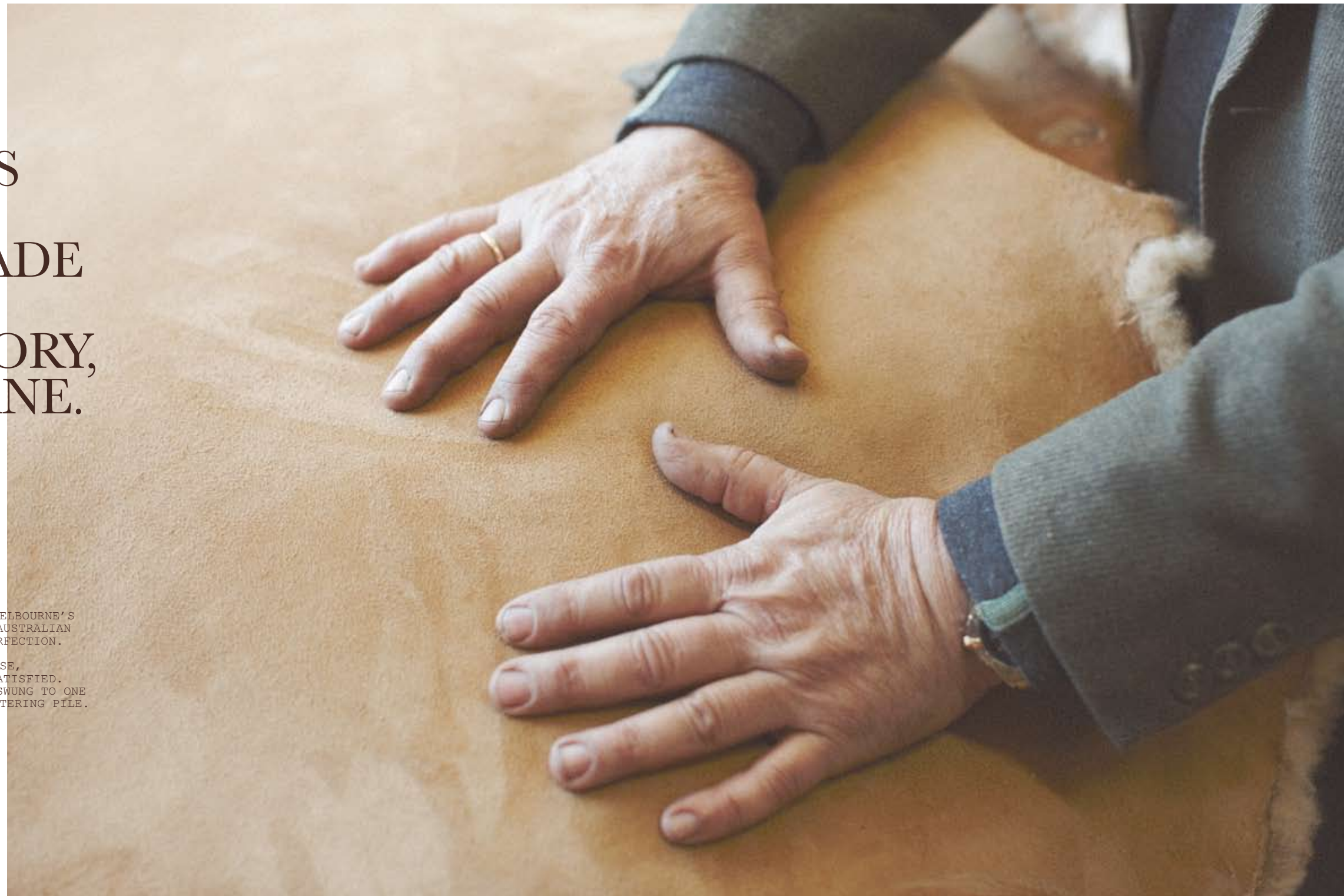


OUR
PRODUCTS
ARE
PROUDLY MADE
BY HAND,
IN OUR FACTORY,
IN MELBOURNE.



IN A HIGH CEILINGED WAREHOUSE NESTLED IN MELBOURNE'S OUTSKIRTS, FINGERS INVESTIGATE A NATURAL AUSTRALIAN SHEEPSKIN, DEFTLY SEARCHING OUT ANY IMPERFECTION.

THE SKIN IS STRONG, THE WOOL IS DENSE, THE FINISH IS PURE. THE FINGERS PAUSE, SATISFIED. A SMALL SMILE, AND THE SHEEPSKIN IS DEFTLY SWUNG TO ONE SIDE, AND REPLACED WITH ANOTHER FROM THE TOTTERING PILE.

It's a philosophy. It's not just about using Australian materials because they're authentic, or because they're great quality. Partly, it's about keeping the Australian heritage alive.

But mostly, it's about crafting a pair of boots with care, adjusting something just because it feels right in your hands, and creating something exceptional that will last for generations to come.

Just like Australian culture, the sheepskin boot is simple, functional and easygoing. And just like Australian core values, our boots are always evolving and improving and adapting: secure in a tried and true foundation, but engaging with modern thinking and innovation.

It's a philosophy born of a love for excellent quality, kept alive by a nation's loyalty to the product, and invigorated by one family's passion.



THREE GENERATIONS OF PASSIONATE CRAFTSMEN.

IT WAS WITH A RICH HERITAGE OF RUSSIAN CRAFTSMANSHIP IN THEIR HANDS, AND HEARTS FULL OF ENTHUSIASM FOR THEIR NEW HOME, AUSTRALIA, THAT ROMAN, LUDA, GRANDMA MARIA AND THEIR TWO LITTLE CHILDREN STEVEN AND LENA, ARRIVED IN MELBOURNE.

THE FAMILY LEARNT FROM THEIR NEW LAND, AND THE RAW MATERIALS OF AUSTRALIA LED THEM TOWARDS A NEW IDEA; EMBODIED BY INTRICATE WORKMANSHIP PERFECTLY HARMONISED WITH PURE AUSTRALIAN CULTURE. IT WAS AN IDEA THAT STILL ENDURES.

AN IDEA WE NOW KNOW AS UGG AUSTRALIA.

From two humble sheepskins spread across a wooden workbench, a family business grew - nurtured by Luda's steady head for business, Roman's innovative workmanship and from 2002, their daughter Lena's youthful enthusiasm.

A flourishing stall in the chaotic community of Melbourne's Vic Market led to Australian wide distribution.



OUR TANNERY IS BORN.

WE HAVE NEVER BEEN AFRAID OF A BIT OF HARD WORK.
SO WHEN WE COULDN'T GUARANTEE THE SUPPLY OF THE BEST QUALITY SHEEPSKIN, WE DIDN'T HESITATE TO TAKE ON A NEW CHALLENGE AND OPEN A TANNERY OF OUR VERY OWN.

Today, we're the only Aussie sheepskin footwear manufacturer preparing materials in their own tannery. Our tanning process takes about ten days, during which the hides are cleansed, combed, buffed, polished and dyed with care.

Having our own tannery means that we can ensure the very best quality from sheep to boot. You can tell our sheepskin boots are the best because they hold their shape.

30 YEARS IN THE MAKING.

LIKE OUR BOOTS, THE PROCESSES WE USE TO MAKE THEM ARE TRIED AND TRUE, IMPROVED BY TIME AND A LITTLE EXTRA INVENTIVENESS.

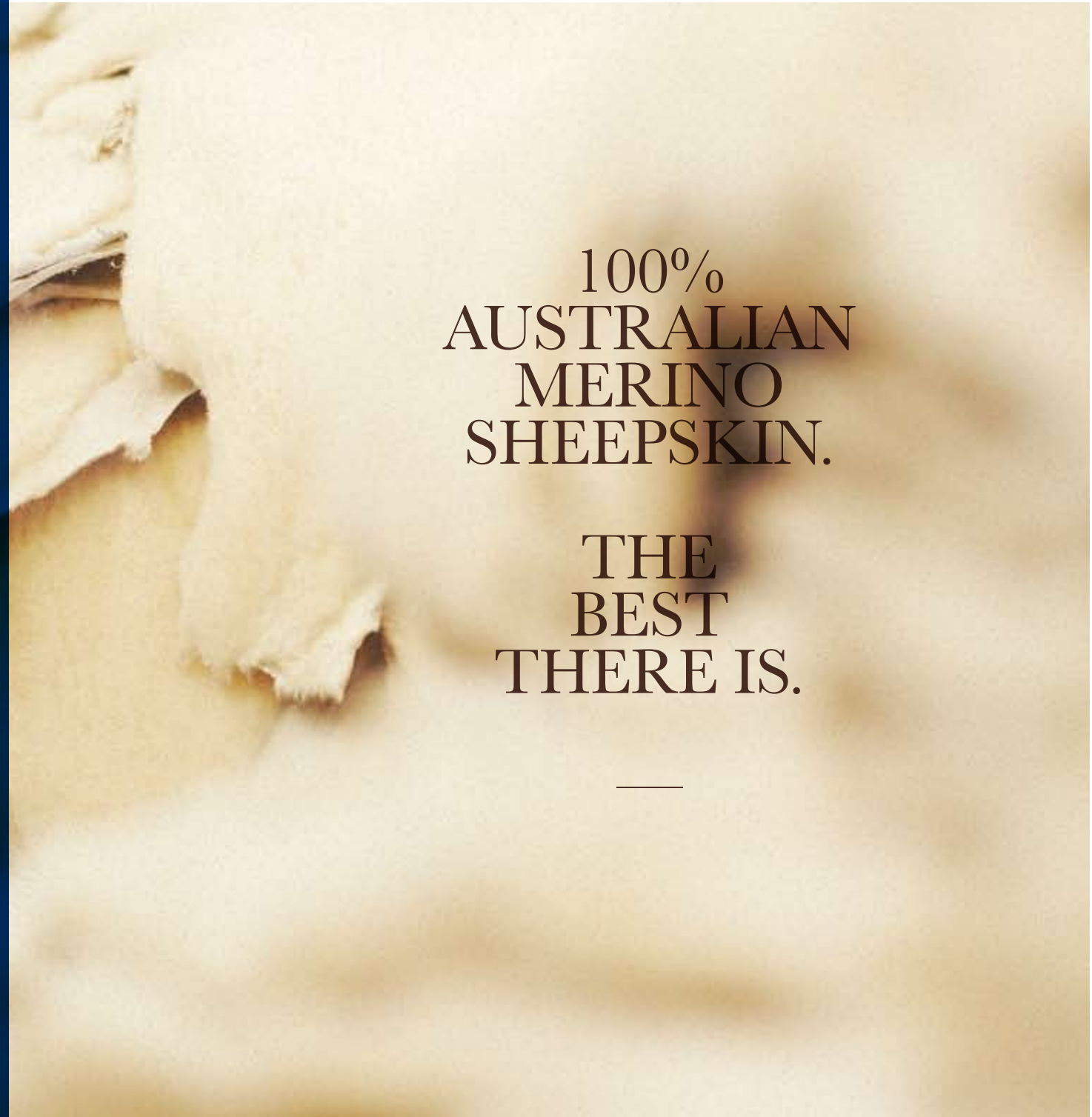
DEVELOPED OVER 30 YEARS, WE CONTINUE TO ENGINEER THE METHODS AND EQUIPMENT WE USE TO GET THE VERY BEST OUT OF THE MATERIALS

AND WE KEEP THEM TOP SECRET.

We use a customised dying process for the strongest, non-running colour. We have also developed innovative techniques, including a double gluing heat method and a sophisticated sideways stitching system, to secure our soles, some of which are designed to be resistant to temperatures of -40°C .

And we use the best skins, for sheepskin boots that are faithful to the true heritage of Australia.





100%
AUSTRALIAN
MERINO
SHEEPSKIN.

THE
BEST
THERE IS.

—
Since the first Merino sheep
hitched a ride in 1788 with
the First Fleet, Australian
sheep have adapted to the dry
and challenging environment.

—
Aussie sheep have a thicker
pelt of coarser wool, with
between two and four thousand
strands per centimetre,
compared to the average
500 of New Zealand and
European sheepskin.

—
Australian wool is strong
and dense, and perfect for
footwear. It keeps its shape,
it's super comfy and it feels
like home.

WHAT'S IN A NAME.

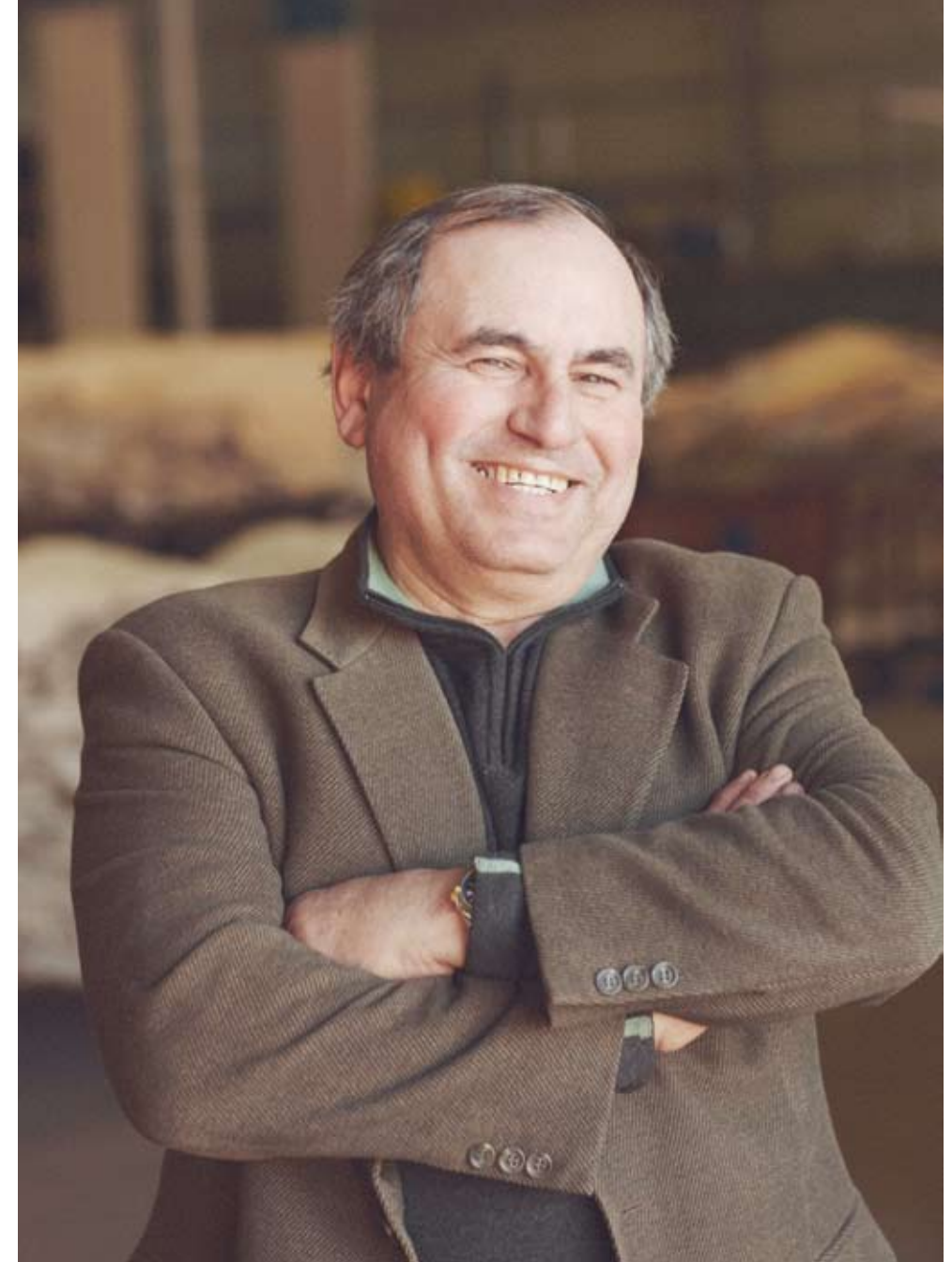
THEY'RE SWOOPING THROUGH AUSSIE HISTORY
WARMING THE FEET OF FIGHTER PILOTS,
AND WALKING THE HIPPIY ROAD TO BYRON BAY IN THE 1960S.
THEY'RE STOMPING OUT OF THE SURF AT BELLS IN THE 70S,
AND THEY'RE PROBABLY UNDER YOUR BED RIGHT NOW.

ON YOUR FEET, THEY'LL LAST A LIFETIME, BUT THE
IDEA OF THE SHEEPSKIN BOOT HAS LASTED GENERATIONS.

The truth is, no one knows exactly where the idea came from, or where they got their name. Is it the 'hug' you feel when you slip them on, or your sigh of 'Ahhh' as your feet sink into the pillowy softness? What we do know is that the sheepskin boot was born here in Australia, and its legend is unequivocally Aussie.

The ownership of the word 'ugg' has been contested for more than four decades, but we have been selling Ugg Australia branded footwear in Australia continuously since 1982. We are the last company to tan sheepskins here in Australia, using the thick pelt and dense wool that only comes from Australian sheep. And we cut, stitch and glue every pair of sheepskin boots here in Australia, as we have done for the last 30 years.

We are proud of our land, our products, and our name. We are Ugg Australia, owned and made in Australia, and we will continue to share this great Australian tradition.



ROMAN FISHMAN
TANNER/OWNER