

THE ORIGINAL
Salt-Water
SANDAL

EU Ladies
Spring/Summer
2022





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About Salt-Water



As a way to cope with leather shortages in World War II, Walter Hoy started making his sandals using the scrap leather left over from a military boot factory.

Word soon spread and before long families from all over St. Louis, were asking if Walter could make sandals for their kids.



Over seventy-five years on and Hoy shoes' classic designs continue to deliver durable leather comfort with a fashion savvy attitude for adults and kids.

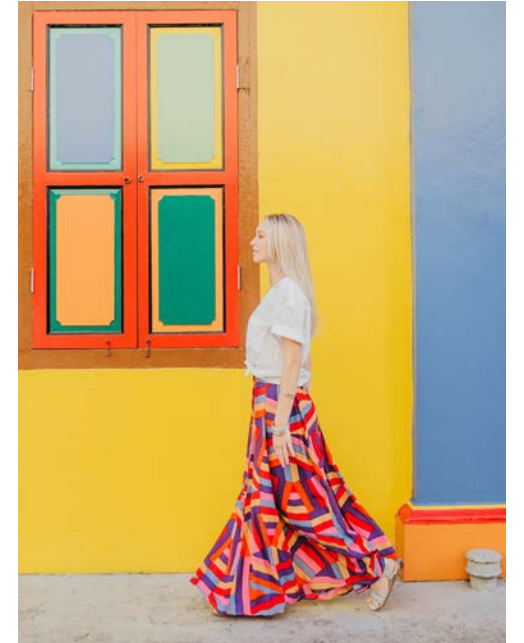
Combined with rust proof metal tongue buckles and produced in a wide choice of colours and designs, the enduring quality & proven heritage of their sandals is unquestionable.

Salt-Water Originals are defined by their tough little-way stitched rubber sole. Wearer's can be reassured of their authenticity by looking for the Salt-Water stamp imprinted under the sole.



The leather is coated with a water resistant sealant and they mould to the user's feet with repeated wear. The brass buckles allow straps to be adjusted for narrow or wide feet.

They are great for running in and out of the ocean and can be hand washed with a gentle detergent; the perfect summer sandal for both wet and dry conditions.



A summer staple in America for over 75 years, they are now being spotted on a fashionable group of celebrities.

Fans include Alexa Chung, Uma Thurman, Gwyneth Paltrow, Dawn O'Porter, Maggie Gyllenhaal, Florence Welch, Paloma Faith and Daisy Lowe.

Letter from Rachael

CEO Asia, MEA, EU and UK

I hope you are all well, the sun is shining and shop tills are chiming and as we all get our double vaccs, the opening up of this weary world gives us all something to be thankful for.

The last few years certainly took some deep rooted tenacity to get us all through to this stage and right now I'm very happy to be looking forward to 2022 and all that a new (safer) year may bring.

The SWS team are working hard

Managing each country's response through 2 seasons was at times a lesson in many many hat wearing and ball juggling. when one country was closing, another was opening up, some countries didn't close at all (I'm looking at you Sweden) and one country decided to completely leave the EU...

Our 4 x warehouses really did try and get the stock picked and out the door, whilst simultaneously shuffling postponed orders into storage as rules seemingly switched overnight.

Clearly Worldwide Supply Chain has been affected all the way from factory to customer. Container ships are without containers as they pile up empty & stuck portside, as depots get closed down due to infection, lorry drivers are sent to quarantine and in some cases good old fashioned bad weather stops play. However we did manage to just about keep our stock moving between A and Z. It wasn't perfect of course, but we are all trying our best to join up the dots.

Delivery window

We are aiming to get SS2022 orders out to you from March to May.

February is not likely to be possible this year due to the global freight conditions (and truth be told I never really understand who would want sandals in the coldest month?) but without an eye on the mythical crystal ball, I'd rather under promise and over deliver.

All soft sole typically arrive after hard sole stock and we need to wait until all elements of our range are ready before we can deliver to you.

This does not apply so much to South East Asia where we are running a slightly different schedule and offer Velcro over buckle.

Keeping the prices

We know that our overall price increase earlier this year was not the most welcome of news - but to be open and honest we just couldn't absorb any further external costs. We have noticed others now following suit but please be reassured we aren't planning to raise them further. Freight charges shot up 6 fold and have painfully continued to rise (sometimes up now by 800%) alongside fierce competition for factory space which pushes them even further. We were the unwilling bitter early warning and we didn't enjoy it.

(No) New colours (quite yet...)

You will see from the range offered in 2022 that we are playing it a bit cautious as a result.

We were looking at around 5 new colours for next season but we had to place our entire order several months earlier to allow for an extended delivery cushion. Transit that typically takes 6 weeks is now looking in some cases like 4 months and at vastly inflated pricing. We therefore decided to take out the risk completely for a bit of a breather, and focus on best sellers that we know sell and sell.

With moving orders earlier we didn't have the time to test the 5 new colour samples so you'll have to watch this space for a later reveal.

New Soft Sole!

What we can offer is the new extended soft sole range and we are delighted to welcome the Boardwalk and the Swimmer!

This extension has been around 5 years in development from proposal to physical sample & we are so happy with them. We took a very (late) and very (small) run to trial online so we could determine which colours and styles really captured the end customer's interest.

They are the perfect sandal for larger feet on small kids and tired feet on more mature customers. Do try a pair for yourself to see the difference.

They are priced the same as their hard sole sister – so the boardwalk 1900 series matches the classics 900 series and the Swimmers 8000 series price match the Original 800 series.



I hope you all do manage some kind of holiday. We certainly all deserve one! (and do send us pictures of you in your salties) It is truthfully hard to see everyone zipping off on away breaks whilst for us here in Singapore we have been effectively marooned (in an area equivalent to Zone 1-2 in London since we emigrated!) Let's just say being 1 degree from the equator is exciting for a holiday but gets rather sweaty 24 months later... I would LOVE to be able to wear a sweater and put on a pair of socks and boots. Hopefully by Summer 2022 I will be back on the stands at Playtime and Ciff, Revolver and Who's Next - so we can have a really good catch up. I hope you still recognise me as I may (or may not) have a little more grey hair but most of all I am just delighted to see all of you all still standing, still selling, still introducing our 77 year old sandal to more happy feet across the globe. Long may we all keep "sandal'ling"

The Original

The 800 Series

The first model to come out of Walter Hoy's workshop in 1944, The Original is defined by its little way stitched rubber sole and plaited leather upper. All Salt-Water Sandals come with rust proof buckles, can be worn in water, and hand washed with a gentle detergent. They go from childrens' sizes all the way through to adult. They are comfortable, super durable and simply beautiful.





The Classic Slide

The 9900 Series

With an adjustable buckle front and iconic little way stitched sole, The Classic Slide is the ultimate summer sandal. Just like all Salties these can be worn in the water and will make the perfect pool shoe. Just slip them on and you're good to go.







“Team Salt-Water! These sandals can go in the sea and are very comfortable.”
Zoe de Pass, Influencer and Blogger, Dress Like A Mum



The Retro Slide

The 6600 Series

The easy on / easy off version of The Retro. This slide gives a little more foot coverage than our Classic Slide and we think its elegant basket weave takes the Salt-Water style to another level of sophistication. The Retro Slide combines our Slide and Retro Sandals to create a brand new silhouette for the Summer.



"I have two pairs! The best!!"
Lauren Laverne, Radio DJ



"With the Great British heatwave not letting up anytime soon, it seems there's only one pair of shoes to be seen in this season : Salt-Water Sandals"
YOU magazine







The Classic

The 900 Series

The Classic has the same little way stitched rubber sole, rust proof buckles, and waterproof leather as The Original. It has an adjustable front with elegant cut out vents in the toe strap. A narrower fit than The Original, The Classic offers pared back style and is available from a Adult 4 all the way through to Adult 9.



The Retro

The 600 Series

Reminiscent of the Mexican Huarache sandal that your Grandparents bought in the 60's, The Retro sandal is another archive model that Salt-Water are re-launching 50 years later. Originally sold Stateside in the 1970's.





*"We've always been admirers of
Salt-Water... such a Guardian favourite."
The Guardian*







The Boardwalk ^{New}

The 900 Series

New In for 2021! Buckle up in the new Boardwalk leather sandal with its super comfy soft sole and all the signatures of a Salt-Water Sandals design - timeless style that's made to last. The Boardwalk waterproof leather sandal features the famed buckle-front & back design, as seen on the Salt-Water Classic giving you full adjustability. Choose from a collection in core colours to find your soft sole-mate.







The Swimmer New

The 800 Series

New In! Our Adult Swimmer sandal takes the Original woven upper and reinvents it with a soft sole sandal base. Part of the new Adult Sun-San Sandal range, our Swimmer sandals are available across our most popular





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Cotton On, Uniqlo

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[#thefullstoptoeveryoutfit](https://www.instagram.com/thefullstoptoeveryoutfit)

[#aclassicsince1944](https://www.instagram.com/aclassicsince1944)

Colour Availability

All sizes listed are the US sizes and must be ordered by the factory SWS sizes

 *Good availability*
 *Limited availability*
 *Low availability*
 *Unavailable*

Style and Size																	
		red	navy	black	white	tan	mustard	olive	claret	gold	silver	rose gold	pewter	shiny yellow	shiny fuchsia	shiny pink	cherry (last chance)
The Sweetheart	Child B05-B08																
	Child C09-C12																
	Youth M13-M03																
The Surfer	Child B05-B08																
	Child C09-C12																
	Youth M13-M03																
The Seawee	Child B03-B04																
The Sailor	Child B03-B04	