



CARIUMA

SS24 Surfing Division Catalogue



The sneaker for tree planters,
wave (and concrete) riders,
and busy humans.



Chippa Wilson



Brazilian Rainforest



Louise Maurisset



Cariuma stems from our passion for surfing, skateboarding, snowboarding, and a commitment to our planet and the people on it.

Long story short, after working together for a few years and bonding over our shared respect and love for nature's beauty and power, we decided to join forces to start Cariuma.

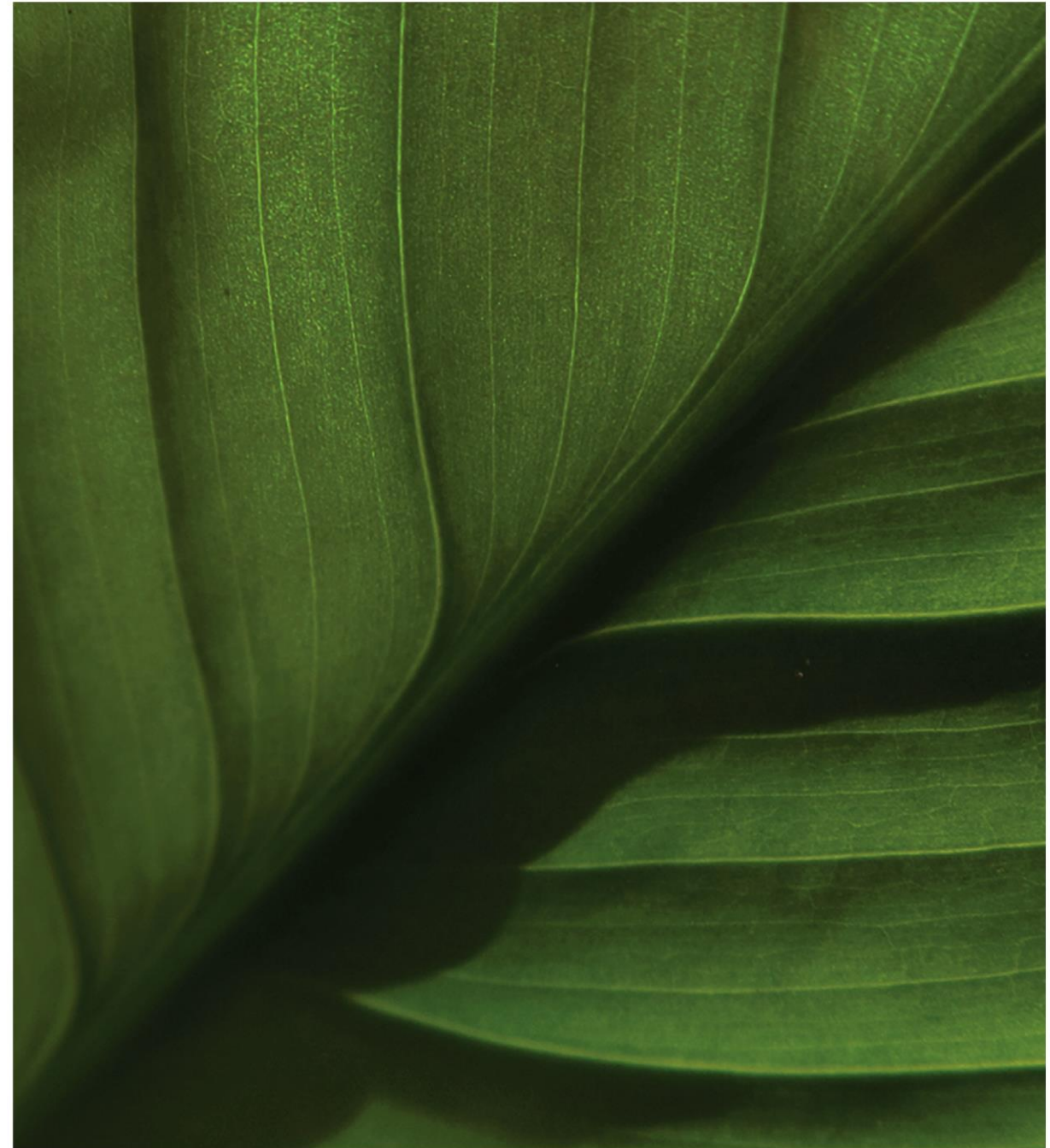
As skaters and surfers, we wanted to create something that would merge style, ethics and performance. We knew industry-standard sneakers and skate shoes were lacking in soul and quality, and that the big corporations didn't care about sustainability or social responsibility.

We've made it our mission to reinvent the sneaker game, by creating premium shoes that balances aesthetics, durability and comfort. They are created to make you feel good in them and the positive impact they make.

Restoring our environment is about more than just doing what we think is right, it is an integral part of our mission and value system as a company. As a certified B Corp organization, we are leading by example in a broader effort to reshape our industry and our planet for good.

We hope you love our shoes as much as we love creating them for you.

-Fernando & David



Our team

We're proud to introduce our team—world champions, young guns, and legends of the sports—who are shaping the future of surfing, and share our vision of changing the culture through sustainability and a constant-evolution mindset.



Gerry Lopez



Kai Lenny



Jamie O'Brien



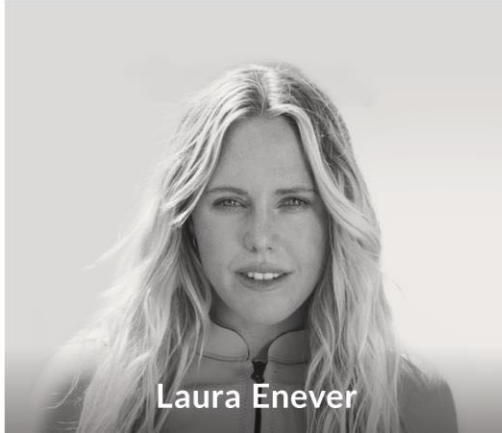
Kelia Moniz



Ítalo Ferreira



Filipe Toledo




Laura Enever



Seth Moniz



Chippa Wilson

A photograph of a surfboard flying through the air above a sunset over the ocean. The sun is low on the horizon, creating a bright, golden glow that reflects on the water's surface. The surfboard is positioned in the upper center of the frame, appearing to be in mid-air. The sky transitions from a deep blue at the top to a bright yellow near the horizon. The water in the foreground is dark with small, shimmering waves.

Our love for the Earth is what inspired us to create Cariuma in the first place. As surfers and beachgoers, it's important to remember that invasive human behavior like pollution and habitat destruction is one of the greatest threats to the oceans' future.

Join us in our mission to protect our blue planet for the next generation of surfers, skaters, and tree-planters to come.



The sneaker that plants trees.



Our mission is to help restore the biodiversity and carbon-capturing potential of rainforests. Since June 2020, we have committed to planting **two trees** for every pair of sneakers sold. Till date, we have planted over 2 million trees. Our ecological restoration work starts in the Brazilian rainforest, where only 12.4% of the forest floor remains, following widespread urbanization and agricultural logging. With the goal of restoring biological diversity, we plant over 120 native tree species. This restorative work allows the forest to grow and flourish over time, by reestablishing the balance that allows natural processes to function as they would without human intervention.







B Corp is a global movement of people using business as a force for good.

Certified B Corps represent the highest standard of sustainable business practices, spanning social and environmental performance, transparency, and accountability.

As a certified B-Corp, we are in good company with

natura & co

patagonia

 **innocent**

4ocean

Cariuma is the first ever skate shoe brand to be B Corp certified.

Our assessment and scoring was conducted by B Lab, an independent non-profit responsible for B Corp assessments and scoring, evaluating each of the following impact areas:



Fulfill environmentally preferred practices and stewardship.



Ensure our employees' financial, physical, professional and social well-being.



Contribute to the economic and social well-being of the communities in which we operate.



Provide exceptional value and customer service.



Adhere to ethical policies and practices pertaining to mission, accountability, and transparency.



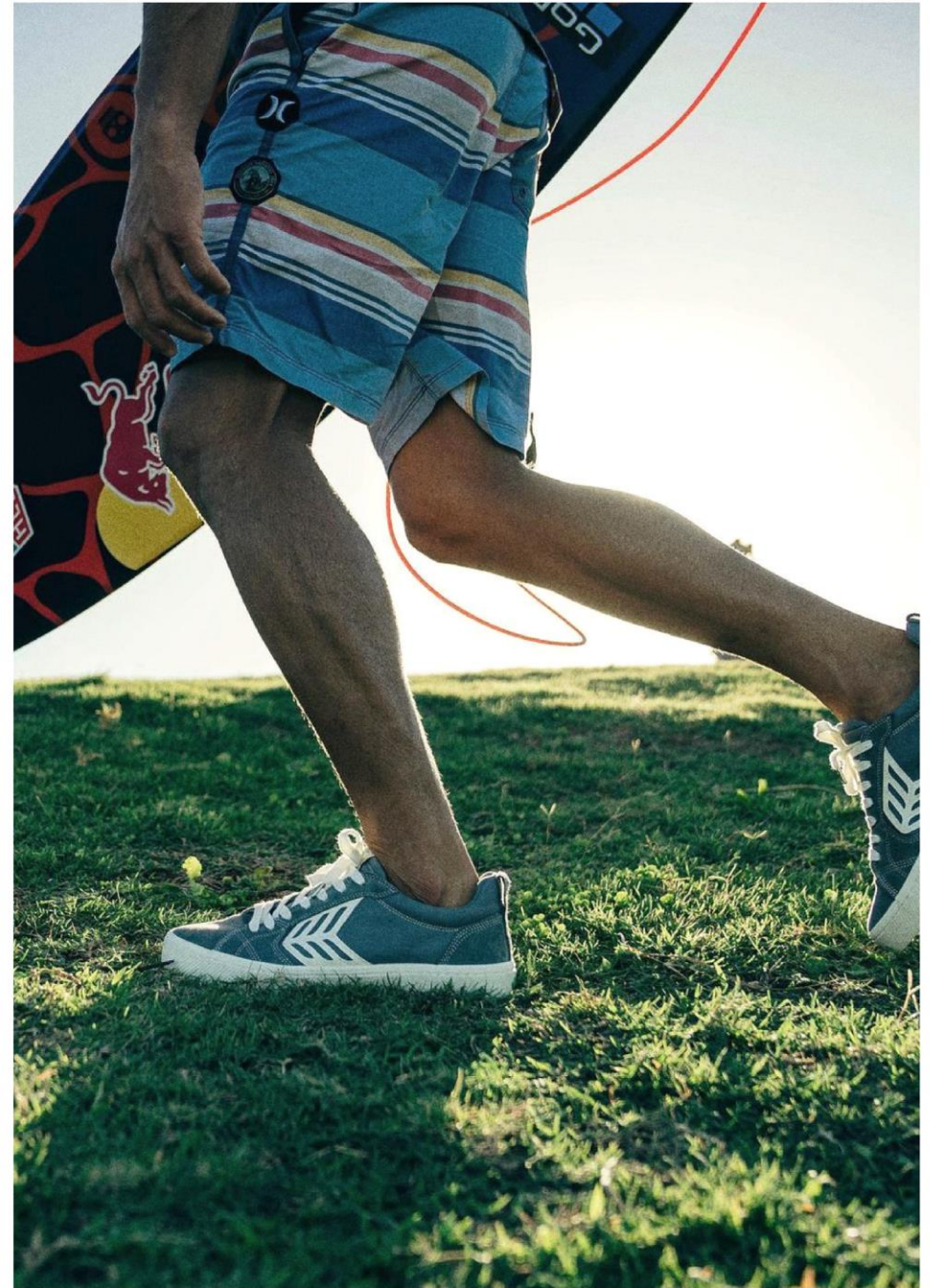
Jamie O'Brien

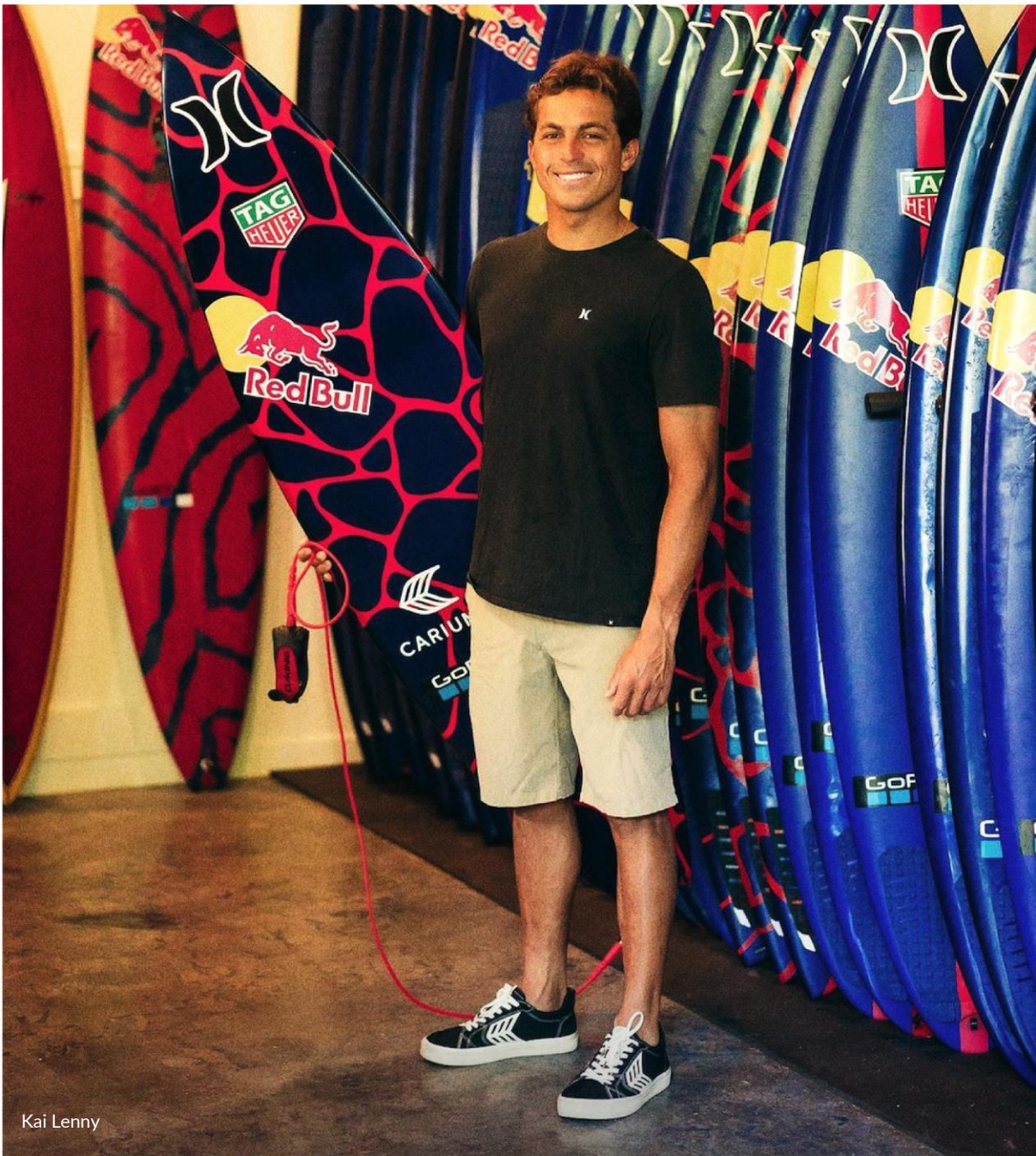


The Catiba Pro

Engineered for durability, movement and the best grip possible.
Catiba Pro is built with board feel, traction, and ultimate comfort with a reinforced flick point.







Kai Lenny

Catiba Pro
Black Contrast/Ivory

400807B12

€98 EUR



Catiba Pro
All Black/Ivory

400807B13

€98 EUR



Catiba Pro
Grey Contrast/Ivory

400807G17

€98 EUR



Catiba Pro
Off-White Vintage/Black

400807W25

€98 EUR



Catiba Pro
Sand Contrast/Ivory

400807N06

€98 EUR



Catiba Pro
Blue Contrast/Ivory

400807U16

€98 EUR



Catiba Pro
Green Contrast/Ivory

400807E09

€98 EUR



Surf channel exclusive*



Catiba Pro
Rose/Ivory

400807R06

€98 EUR



Catiba Pro
Off-White Vintage Gum/Black

400807W15

€98 EUR





Ethics meet classics.



Gerry Lopez & Cariuma

Crafted in harmony with Nature: our collaboration with legendary surfer-environmentalist Gerry Lopez.

The Gerry Lopez Collector's Edition is the expression of a mutual outlook on sustainability, with a splash of surf mythology; the bolt insignia is inspired by Gerry's iconic Bolt boards, directly descended from the very first surfboard he shaped to successfully ride the tube at The Pipeline.



Oca Low Gerry Lopez
Black

100103B20

€98 EUR



Oca Low Gerry Lopez
Light Grey

100103G37

€98 EUR



Oca Low Gerry Lopez
Shadow Blue

100103U43

€98 EUR



Oca Low Gerry Lopez
Red

100103R12

€98 EUR



Gerry Lopez



Jamie O'Brien



Gerry Lopez
Off-White

100103W16

€98 EUR



The Oca

Handcrafted with natural, organic, and recycled materials, our original sneaker is a future classic. Oca is made thoughtfully and ethically for day-to-night comfort and an increased lifespan.



In harmony with nature.



Oca Low Canvas
Off-White

100103W01

€89 EUR



Oca Low Canvas
Rose

100103R02

€89 EUR



Oca Low Canvas
Green

100103E01

€89 EUR



Oca Low Canvas
Yellow

100103Y01

€89 EUR



Oca Low Canvas
Light Grey

100103G20

€89 EUR



Oca Low Canvas
Shadow Blue

100103U21

€89 EUR



Oca Low Canvas
Bright Pink

100103R14

€89 EUR



Oca Low Canvas
Red

100103R01

€89 EUR



Oca Low Canvas
Navy

100103U02

€89 EUR



Oca Low Canvas
Sand

100103N06

€89 EUR



Oca Low Canvas
Off-White Gum

100103W40

€89 EUR



Oca Low Canvas
Black

100103B01

€89 EUR



Oca Low Canvas
All-Black

100103B10

€89 EUR





Laura Enever





For the next generation of surfers.
And the next one.

The Oca Suede



Oca Low Suede
Off-White Vintage

100102W01

€109 EUR



Oca Low Suede
Rose

100102R02

€109 EUR



Oca Low Suede
Mirage Blue

100102U18

€109 EUR



Oca Low Suede
Cloud Grey

100102G02

€109 EUR





Chippa Wilson



The Oca High

Our signature sneaker has been elevated to high-top status. It's the quintessential old-school look made with new-school ethics.

Oca High Canvas
Off-White

100303W01

€109 EUR



Oca High Canvas
Black Contrast

100303B05

€109 EUR



Oca High Canvas
Light Grey

100303G20

€109 EUR

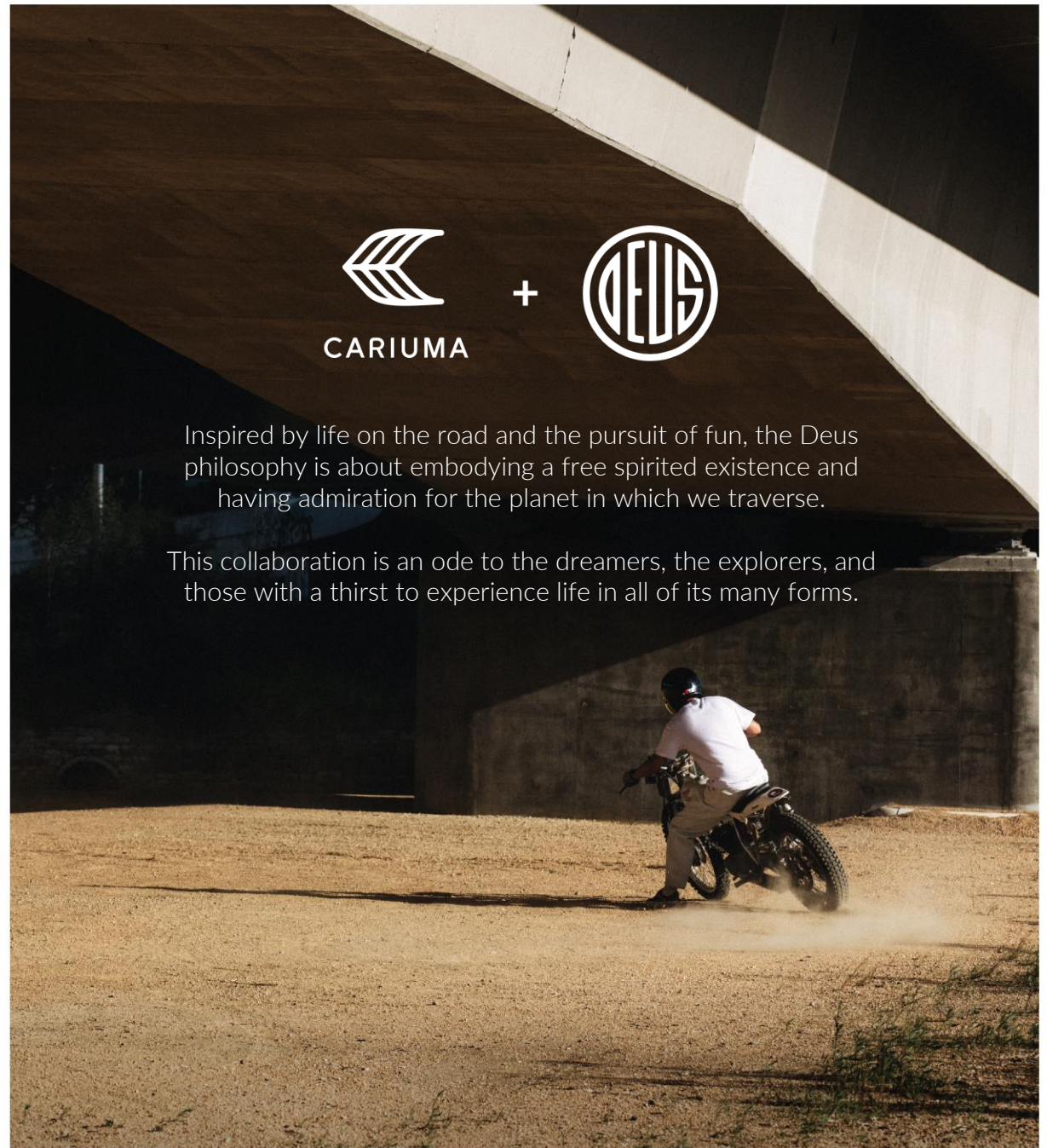


Oca High Canvas
Off-White Gum

100303W40

€109 EUR





+



CARIUMA

Inspired by life on the road and the pursuit of fun, the Deus philosophy is about embodying a free spirited existence and having admiration for the planet in which we traverse.

This collaboration is an ode to the dreamers, the explorers, and those with a thirst to experience life in all of its many forms.



OCA Low Deus Ex Machina Suede
Black

100102B31

€129 EUR





The Slip-on Canvas

Inspired by the ease of a warm California afternoon, this style was designed for a timeless, skater-look, and an effortless experience, every time you slip them on. Our 100% vegan design comes with a natural rubber outsole, fully-stitched to an organic cotton upper. Made to slip on and go, anytime, anywhere.





Slip-on Canvas
Off-White

450703W01

€89 EUR



Slip-on Canvas
Black

450703B07

€89 EUR



Slip-on Canvas
Grey

450703G34

€89 EUR



Slip-on Canvas
Rose

450703R06

€89 EUR



Slip-on Canvas
Shadow Blue

450703U44

€89 EUR



Slip-on Canvas
Black Polka Dots

450703B17

€98 EUR



Slip-on Canvas
White Polka Dots

450703W15

€98 EUR



The Naioca Canvas

A sustainable take on a classic style, Naioca canvas is designed for life on and off the board. Toe to heel, Naioca canvas is 100% vegan, made with heavy-duty organic canvas, and ethically sourced natural rubber.



Naioca Canvas
Off-White

601703W01

€89 EUR



Naioca Canvas
Black

601703B07

€89 EUR



Naioca Canvas
Grey

601703G34

€89 EUR





Naioca Canvas
Rose

601703R06

€89 EUR



Naioca Canvas
Shadow Blue

601703U44

€89 EUR





 CARIUMA +  4Ocean

This collaborative sneaker is made with post-consumer recycled plastic, plant materials and rubber—
a wearable representation of our blue planet, and a tangible commitment to its future.
With every pair, you helped the removal of two pounds of trash from our oceans, rivers, and coastlines.



Every pair pulls two pounds of trash
from our oceans.



OCA Low 4ocean
Blue

100110U17

€98 EUR



OCA Low 4ocean
Off-White

100110W18

€98 EUR



The Ibitu Sandal

Cariuma's first flip flop made with sugarcane, natural rubber and complete with cork insoles for effortless comfort and easy wear. Casual and versatile, this pair is designed for days at the beach – and beyond.



Ibitu Sandal
Off-White

902112W01

€55 EUR



Ibitu Sandal
Black

902112B01

€55 EUR



Ibitu Sandal
Shadow Blue

902112U21

€55 EUR



Ibitu Sandal
Green

902112E20

€55 EUR



Ibitu Sandal
Brown

902112O26

€55 EUR



Our materials

We curate premium raw materials in order to yield a smaller footprint and create high-quality sneakers that are built to last.



Organic Cotton

Our durable cotton canvas is certified organic, pesticide-free, grown with less water than conventional cotton, and results in a lightweight and breathable fibre. It's organic, pesticide-free, grown with less water than conventional cotton, and results in a lightweight and breathable fibre.



LWG Suede

Our suede materials are sourced from Leather Working Group Gold-Rated suppliers who, farm to production, observe the highest standards of environmental and social responsibility. None of our materials are sourced from areas deforested for cattle-farming purposes.



Raw Natural Rubber

Our perfectly-weighted natural rubber is gathered from the hevea brasiliensis tree through ethical "tapping" (removing a milky sap from its bark). So, no trees are ever harmed in the production of our sneakers!



Sugarcane

Our sugarcane is sourced from Brazil and relies on rainwater to thrive (not traditional irrigation). It's a fully-renewable, bio-based resource that grows quickly and naturally removes carbon from the atmosphere.

Our materials

We curate premium raw materials in order to yield a smaller footprint and create high-quality sneakers that are built to last.



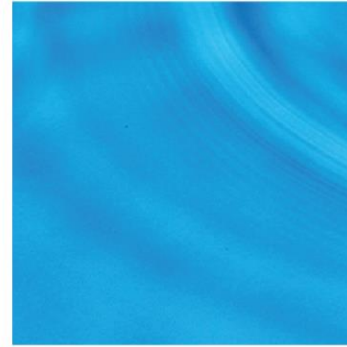
Cork

Cork is a natural and sustainable material. To procure it, it is carefully scraped from the cork tree so that the tree remains intact and can form new bark.



Mamona Oil

Mamona is a plant-based and organic alternative to petroleum. We chose this natural oil in order to significantly decrease our use of virgin plastics and increase the natural content of our products, thus delivering a much greener foam.



Bluesign Dyes

We chose Bluesign-certified chemicals to dye our materials to ensure no hazardous chemicals would endanger our workers. Working with Bluesign also helps our factory to function more efficiently, reduces our water usage and helps with pollution control.



Recycled PET

The vast majority of plastics used in our upper, laces, labels and threads are derived from recycled plastic bottles. Our recycled PET is certified by Global Recycled Standard.



Designed for Team Cariuma

A relaxed and lightweight silhouette, cut and sewn via our low-waste, ethical production model. Made with 100% organic cotton for super-softness and a comfortable drape.

Cariuma Logo - Unisex



Black
TS0101B07U - €44 EUR



Front



Back



Off-White
TS0101W20U - €44 EUR



Front



Back



Dejavu Blue
TS0101U02U - €44 EUR



Front



Back



CARIUMA

Off-White
TS0101W20W - €44 EUR



Front



Back



CARIUMA

Black
TS0101B07W - €44 EUR



Front



Back



CARIUMA

Off-White/Raspberry Pink
TS0101W31W - €44 EUR



Front

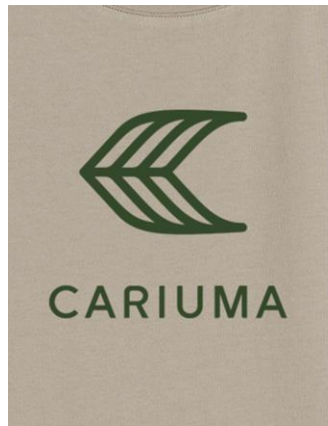


Back

Cariuma Logo - Women's



Khaki
TS0101N01W - €44 EUR



Front



Back

Cariuma Small Logo



Black
TS0101B11U - €44 EUR



Front



Back



Off-White
TS0101W06U - €44 EUR



Front



Back



Dejavu Blue
TS0101U06U - €44 EUR



Front



Back



CARIUMA

Khaki
TS0101N11U - €44 EUR



Front



Back

Cariuma Duo Logo



Black
TS0101B23U - €44 EUR



Front



Back



Off-White
TS0101W21U - €44 EUR



Front



Back



Dejavu Blue
TS0101U08U - €44 EUR



Front



Back



Khaki
TS0101N08U - €44 EUR



Front



Back

Cariuma Letter



Off-White
TS0101W39U - €44 EUR



Front



Back



Black
TS0101B39U - €44 EUR



Front



Back

Cariuma Palm Tree



Off-White
TS0101W40U - €44 EUR



Front



Back



Black
TS0101B40U - €44 EUR



Front



Back

Dejavu Blue
TS0101U40U - €44 EUR



Front



Back

Floral Surfboard



Caps

Baseball Cap with Cariuma Patch
Black

CP0101B01U

€34 EUR



Baseball Cap with Cariuma Patch
Khaki

CP0101N01U

€34 EUR



Skate Socks

Your new favorite pair.
Made with organic cotton, ultra-soft band and
heel support for extra comfort.



Skate Socks - Set of 3
SH0103W02U - €39 EUR



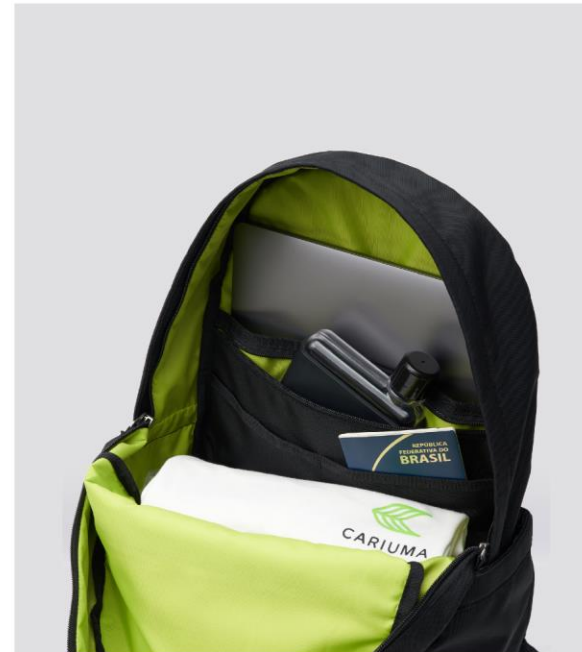
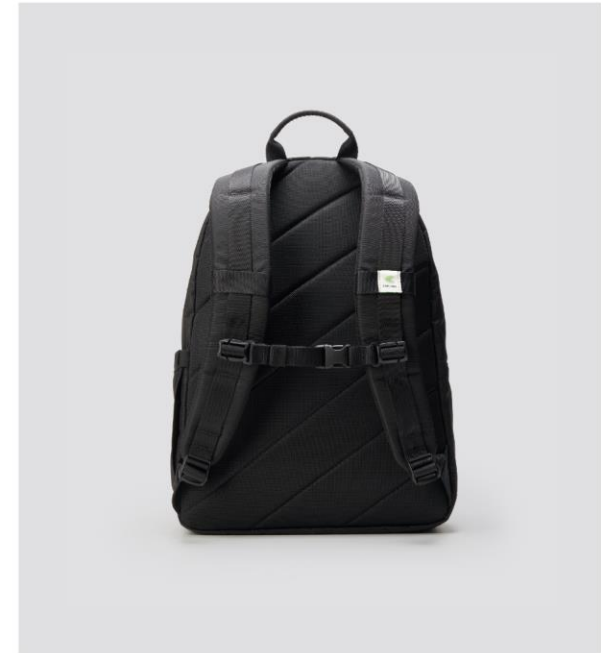
Your trusty everyday bag.

Reimagined with consciously sourced materials.



Meet JJ Backpack

A roomy, rounded silhouette crafted with recycled Materials and natural rubber, with a side pouch For your reusable water bottle.



Functional yet comfortable,
The JJ backpack fits any laptop
13-17" and includes a supportive
chest strap.

Designed to be versatile enough for
easy styling, from long weekend
Skates to your weekday commute.

Javy Ju "JJ" comes from the
Tupi-Guarani (Indigenous Brazilian)
language, meaning Good Day.

JJ Backpack
Black

BP0101B01U

€98 EUR



JJ Backpack
Navy

BP0101U02U

€98 EUR



JJ Backpack

Rose

BP0101R02U

€98 EUR



JJ Backpack

All-Black

BP0101B10U

€98 EUR



JJ Backpack

Grey

BP0101G01U

€98 EUR



JJ Backpack

Bordeaux

BP0101R03U

€98 EUR



JJ Backpack
Military Green

BP0101E02U

€98 EUR





Pro-earth.
Pro-approved.

The sneaker that plants trees.



CARIUMA