

CARIUMA



Fall 24

Surf - Lifestyle Catalogue



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.

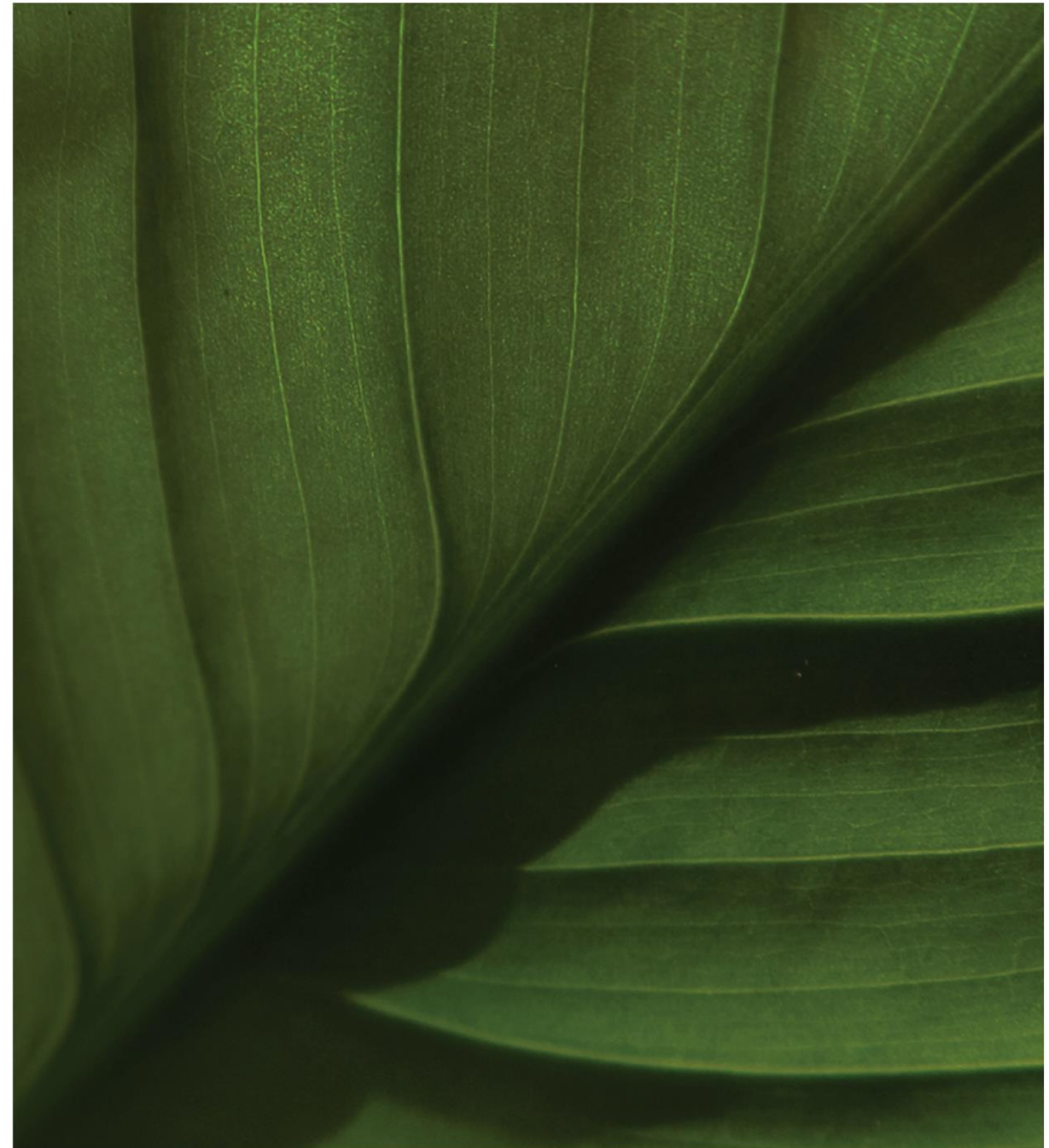
As skaters and surfers, we wanted to create something that would merge style, ethics and performance. We knew industry-standard sneakers and skate shoes were lacking in soul and quality, and that the big corporations didn't care about sustainability or social responsibility.

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

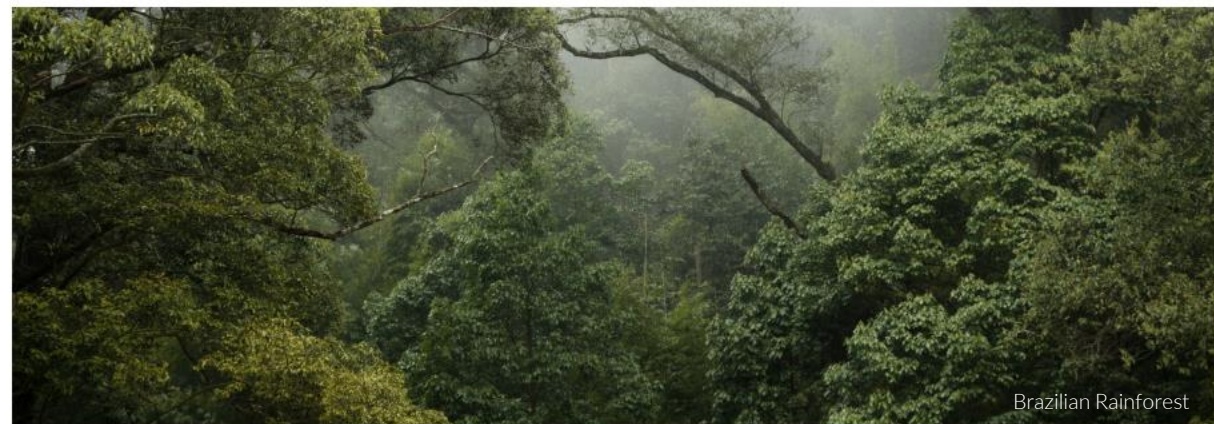
Restoring our environment is about more than just doing what we think is right, it is an integral part of our mission and value system as a company. As a certified B Corp organization, we are leading by example in a broader effort to reshape our industry and our planet for good.

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

-Fernando & David



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



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



Filipe Toledo



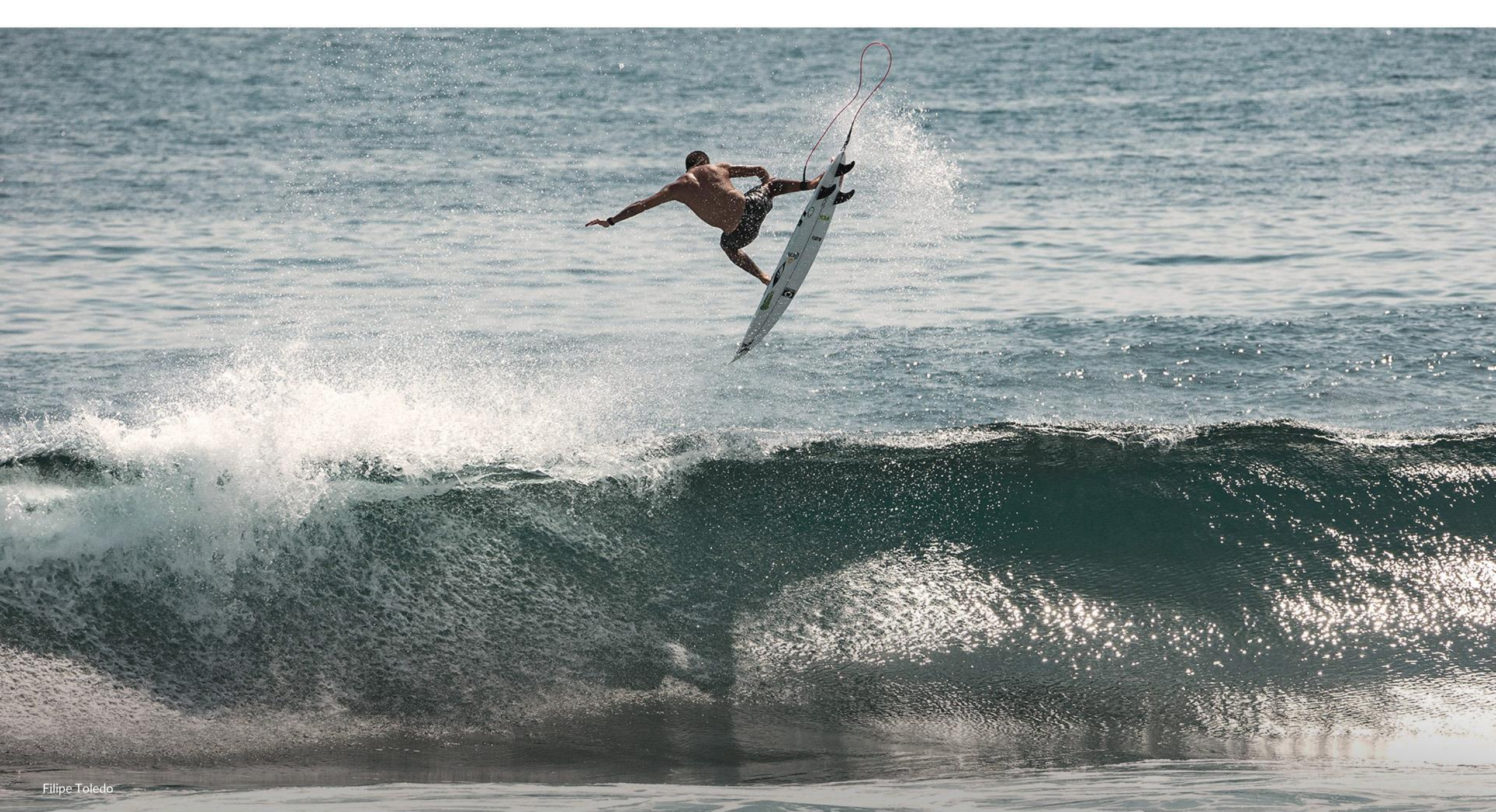
Laura Enever



Ítalo Ferreira



Seth Moniz





The shoe 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.

A surfboard is captured mid-air, flying from the ocean towards the upper center of the frame. The background is a soft, hazy sunset sky with a gradient from light blue to warm orange. The ocean surface is visible at the bottom, with a small splash of water where the surfboard just left. The overall mood is serene and evocative of coastal life.

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.

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





Gerry Lopez

Photo by Jeff Divine



The Oca Canvas

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.



Oca Low Canvas
Off-White Gum

100103W40

€89 EUR



Oca Low Canvas
Sand Gum

100103N18

€89 EUR



Oca Low Canvas
Black Gum

100103B18

€89 EUR



Oca Low Canvas
Off-White

100103W01

€89 EUR



Oca Low Canvas
Light Grey

100103G20

€89 EUR



Oca Low Canvas
Rose

100103R02

€89 EUR



Oca Low Canvas
Shadow Blue

100103U21

€89 EUR



Oca Low Canvas
Sand

100103N25

€89 EUR



Oca Low Canvas
Picante

100103R40

€89 EUR



Oca Low Canvas
Black

100103B01

€89 EUR



Oca Low Canvas
All Black

100103B10

€89 EUR





The Oca High Canvas

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.



Oca High Canvas
Off-White

100303W01

€109 EUR



Oca High Canvas
Black

100303B01

€109 EUR



Oca High Canvas
Shadow Blue

100303U21

€109 EUR



Oca High Canvas
Light Grey

100303G20

€109 EUR







Laura Enever



The Naioca

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
All Black

601703B30

€89 EUR



Naioca Canvas
Sand Gum

601703N18

€89 EUR



The Slip-on Canvas

This style was designed for a timeless 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
All Black

450703B30

€89 EUR



The Oca Low Suede

Handcrafted with LWG-certified suede and natural rubber, our original sneaker is a future classic. Oca is made thoughtfully and ethically for day-to-night comfort and an increased lifespan.





**Oca Low Suede
Black**

100102B01

€109 EUR



**Oca Low Suede
Camel**

100102O02

€109 EUR



**Oca Low Suede
Cloud Grey**

100102G20

€109 EUR



**Oca Low Suede
Cloud Grey Gum**

100102G32

€109 EUR



Oca Low Suede
Bronze Green

100102E23

€109 EUR



Oca Low Suede
Mirage Blue

100102U18

€109 EUR



Oca Low Suede
Withered Rose

100102R28

€109 EUR





The Oca High Suede

Handcrafted with LWG-certified suede and natural rubber, our original sneaker is a future classic. Oca is made thoughtfully and ethically for day-to-night comfort and an increased lifespan.



Oca High Suede
Black

100302B01

€129 EUR



Oca High Suede
Camel

100302O03

€129 EUR



Oca High Suede
Cloud Grey

100402G02

€129 EUR



Oca High Suede
Cloud Grey Gum

100302G32

€129 EUR



Ethics meet style.



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.



Catiba Pro
Off-White Vintage Gum/Black

400807W15

€98 EUR



Catiba Pro
Black Gum/Ivory

400807B14

€98 EUR



Catiba Pro
Cloud Grey Gum/Ivory

400807G33

€98 EUR



Catiba Pro
All Black/Ivory

400807B13

€98 EUR



Catiba Pro
Black Contrast/Ivory

400807B12

€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
Rose/Ivory

400807R06

€98 EUR



The Catiba Pro High

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.



Catiba Pro High
Off-White Vintage/Black

401007W25

€129 EUR



Catiba Pro High
All Black/Ivory

401007B13

€129 EUR



Catiba Pro High
Cloud Grey Gum/Ivory

401007G33

€129 EUR





The Plaid Collection





Oca Low
Black Plaid

100103B47

€98 EUR



Oca Low
Brown Plaid

100103O27

€98 EUR



Oca Low
Blue Plaid

100103U52

€98 EUR



Oca Low Kids
Black Plaid

102203B47

€98 EUR



Oca High
Black Plaid

100303B47

€119 EUR

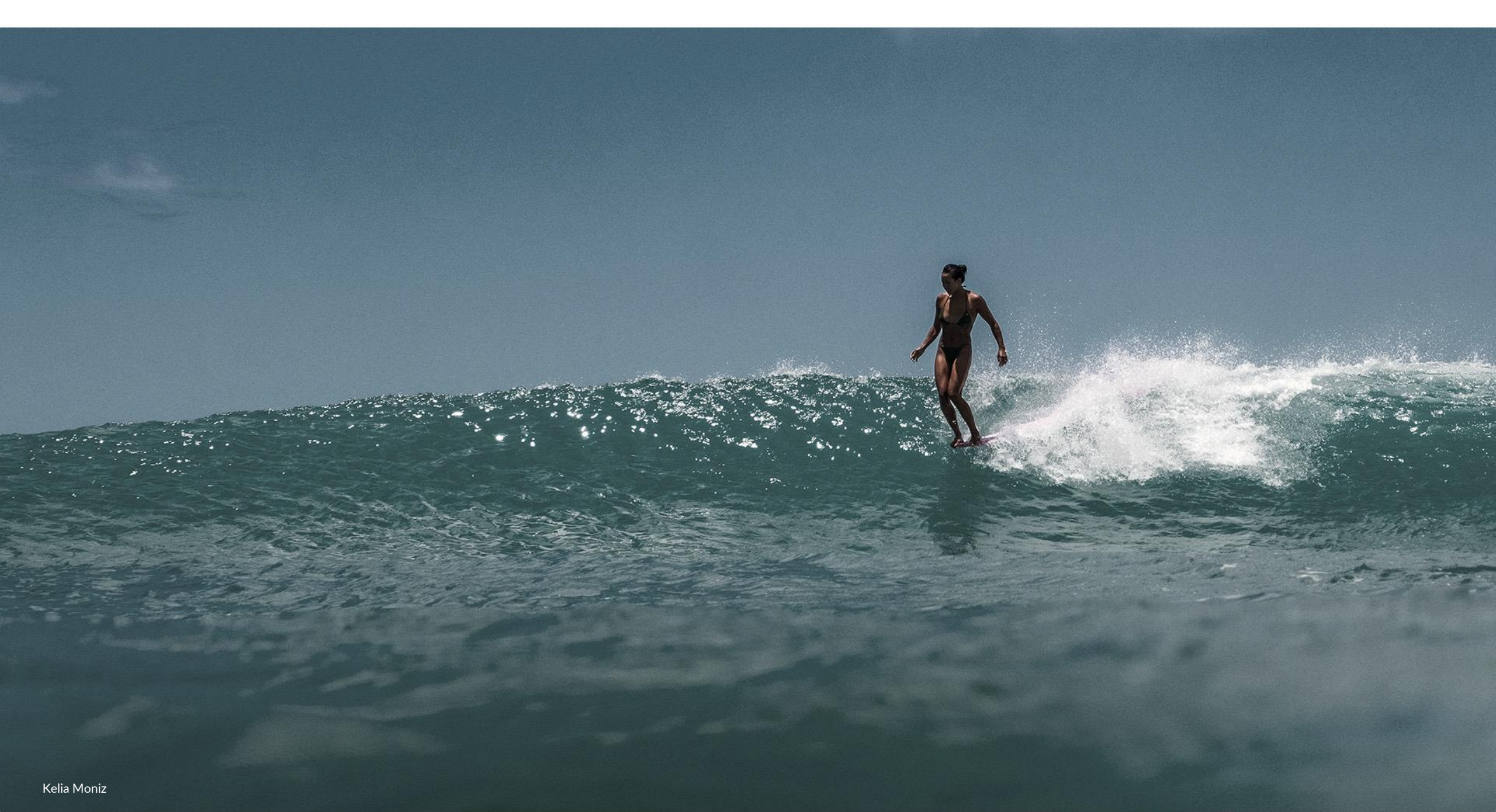


Oca High
Brown Plaid

100303O27

€119 EUR





Kelia Moniz

A close-up photograph of a woman with long blonde hair holding a baby. They are standing on a wooden playground structure with a reddish-brown railing. The woman is wearing a light-colored, short-sleeved shirt and shorts. The baby is wearing a light-colored long-sleeved shirt, blue shorts, and white sneakers with green accents. The scene is brightly lit, suggesting a sunny day outdoors.

The Oca Kids

Oca Low Kids
Black Plaid

102203B47

€65 EUR



Oca Low Kids
Off-White

102203W01

€59 EUR



Oca Low Kids
Black

102203B01

€59 EUR



Oca Low Kids
Shadow Blue

102203U21

€59 EUR



Oca Low Kids
Rose

102203R02

€59 EUR





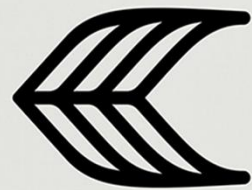




Designed For Team Cariuma

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



CARIUMA

Off-White
TS0101W20U -
€44 EUR



Front



Back



CARIUMA

Black
TS0101B07U -
€44 EUR



Front



Back



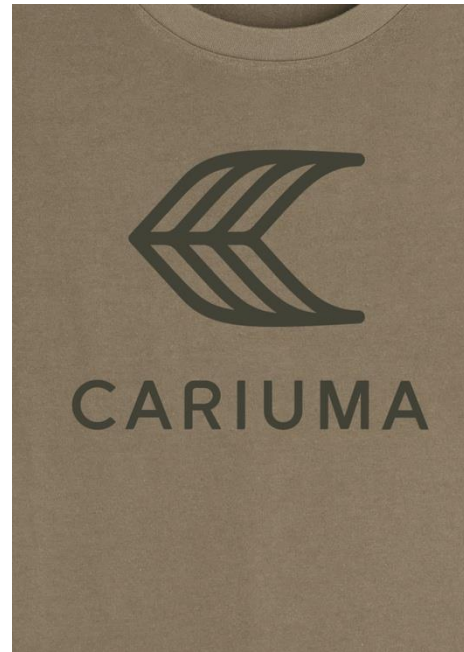
Navy
TS0101U07U
€44 EUR



Front



Back



Twill Brown
TS0101O01U
€44 EUR



Front



Back



Melange Grey
TS0101G07U
€44 EUR



Front



Back

Cariuma Logo - Women



Black
TS0101B07W
€44 EUR



Front



Back



Off-White
TS0101W20W
€44 EUR



Front



Back

Cariuma Small Logo



Black
TS0101B11U
€44 EUR



Front



Back



Off-White
TS0101W02U
€44 EUR



Front



Back



Pavement Grey
TS0101G03U
€44 EUR



Front



Back



Camel
TS0101O09U
€44 EUR



Front



Back

Venice Watercolor



Black
TS0101W55U
€44 EUR



Front



Back



Off-White
TS0101W55U
€44 EUR



Front



Back



Pavement Grey
TS0101G55U
€44 EUR

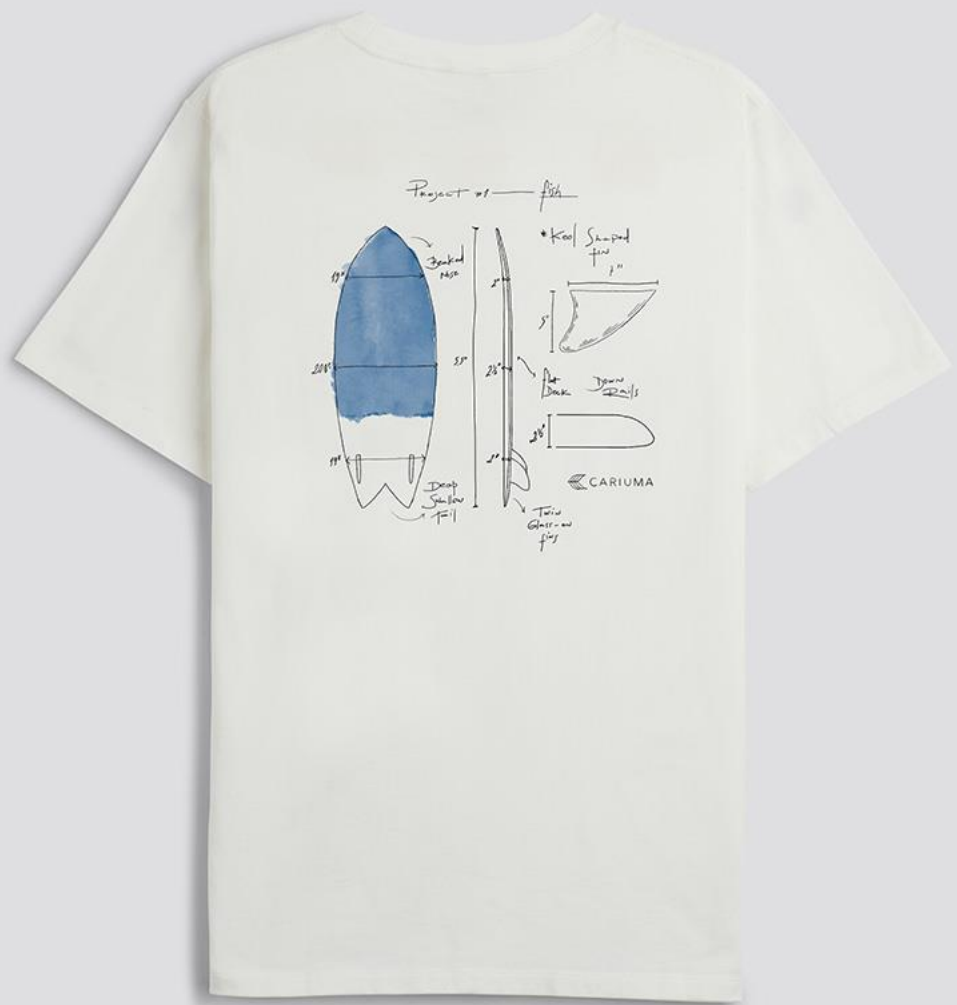



Front



Back

Surfboard Anatomy



 CARIUMA

Black
TS0101B52U
€44 EUR



Front



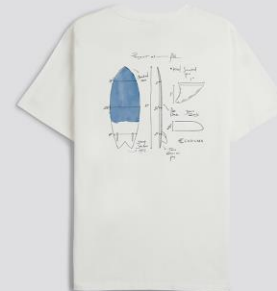
Back

 CARIUMA

Off-White
TS0101W52U
€44 EUR

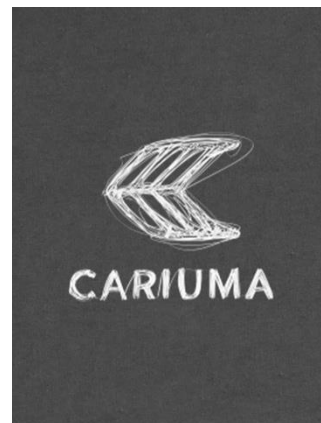


Front



Back

Sketched Logo



Pavement Grey
TS0101G46U
€44 EUR



Front



Back



Off-White
TS0101W46U
€44 EUR



Front



Back



Black
TS0101B46U
€44 EUR

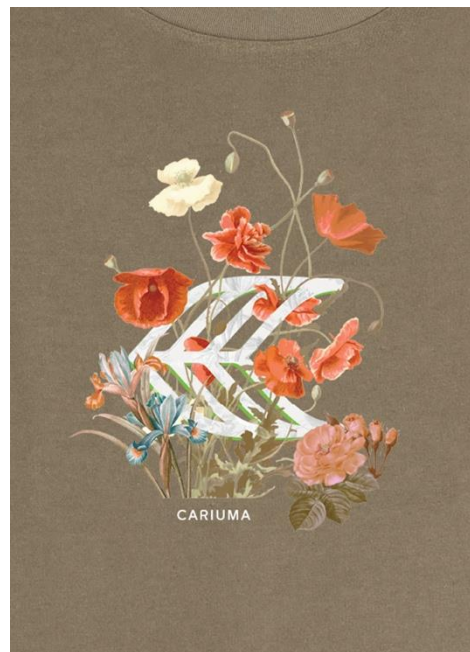


Front



Back

Floral Logo



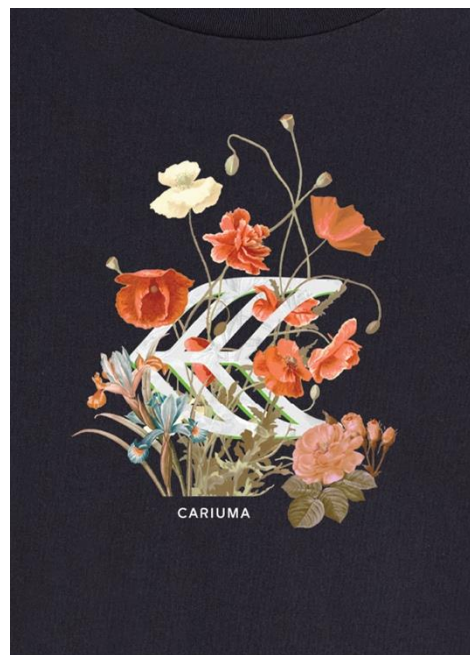
Twill Brown
TS0101O49U
€44 EUR



Front



Back



Black
TS0101B49U
€44 EUR



Front



Back

Leaf Print



Off-White
TS0101W47U
€44 EUR



Front



Back



Black
TS0101B47U
€44 EUR



Front



Back

Long Sleeve Shirt Logo



Black
TS0102B32U
€49 EUR



Front



Back



Off-White
TS0201W32U
€49 EUR



Front



Back

Hoodie Mid Logo



Black
JK0101B13U
€95 EUR



Front



Back



Twill Brown
JK0101O13U
€95 EUR



Front



Back



Off-White
JK0101W13U
€95 EUR



Front



Back

Hoodie F&B Logo



Melange Grey
JK0101G07U
€95 EUR



Front



Back



Navy
JK0101U01U
€95 EUR



Front



Back



Skate Socks

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



Skate Socks – Set of 3
SH0103W03U –
€39 EUR

Black/White



White/Black



White/Grey



Caps

Baseball Cap with Cariuma Patch
Black

CP0101B01U

€34 EUR



Baseball Cap with Cariuma Patch
Khaki

CP0101N01U

€34 EUR



Caps

Baseball Cap with Cariuma Patch
Brown Plaid

CP0101O27U

€34 EUR



Baseball Cap with Cariuma Patch
Black Plaid

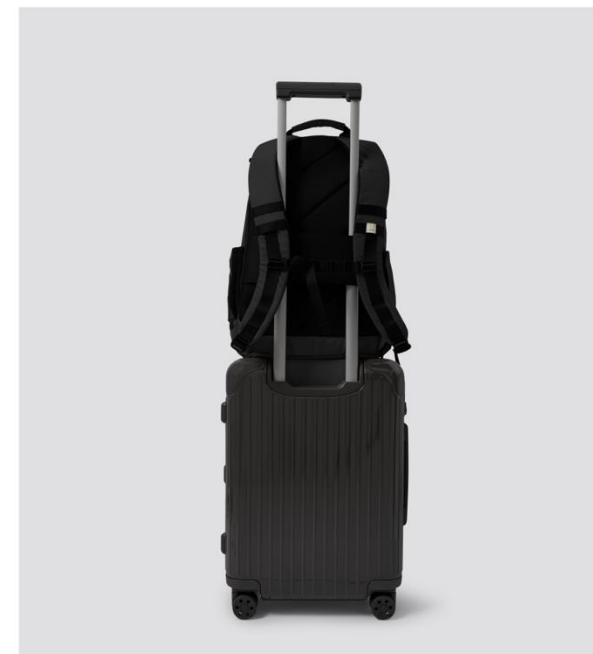
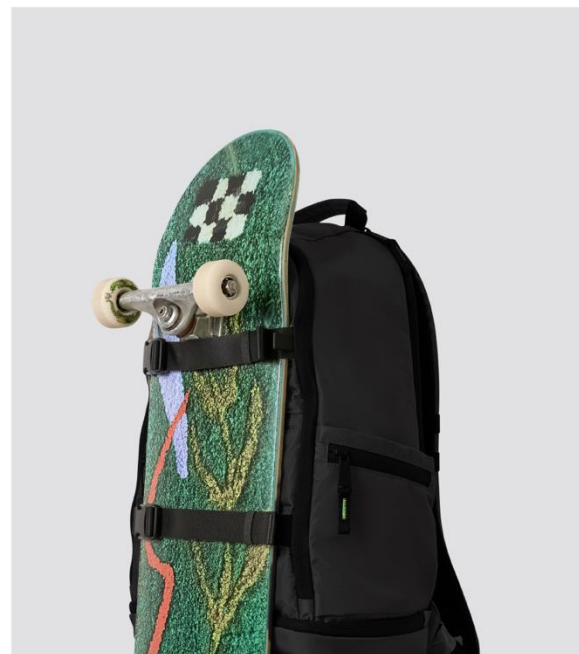
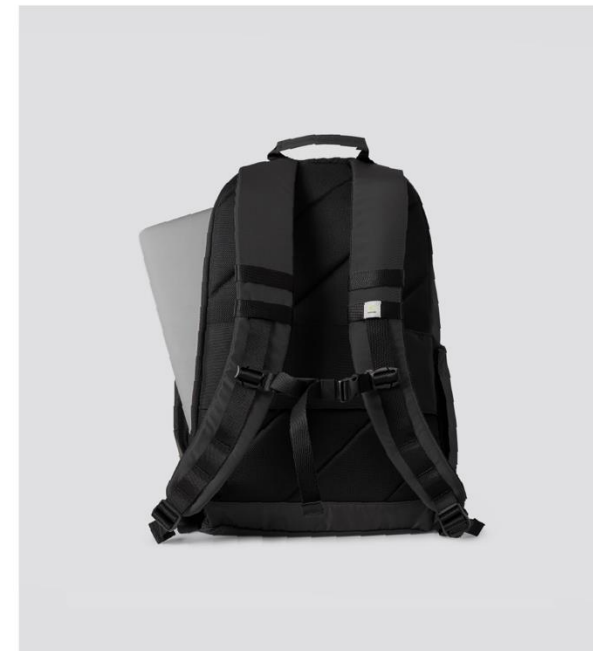
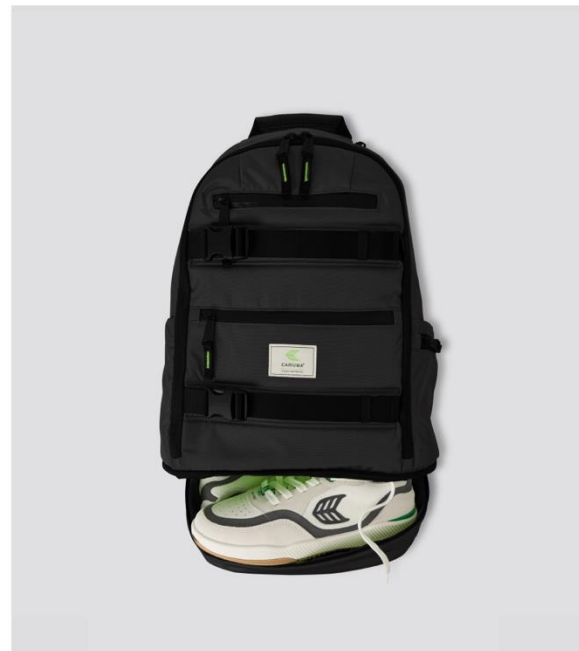
CP0101B47U

€34 EUR



Meet Jameson Backpack

Your go-to backpack for skating and beyond. Featuring a roomy and rounded silhouette designed so you can slip in your shoes, your essentials, and your board.



Jameson Backpack

Black

BP0301B01

€129 EUR



Jameson Backpack

Khaki

BP0301O01

€129 EUR



Meet JJ Backpack

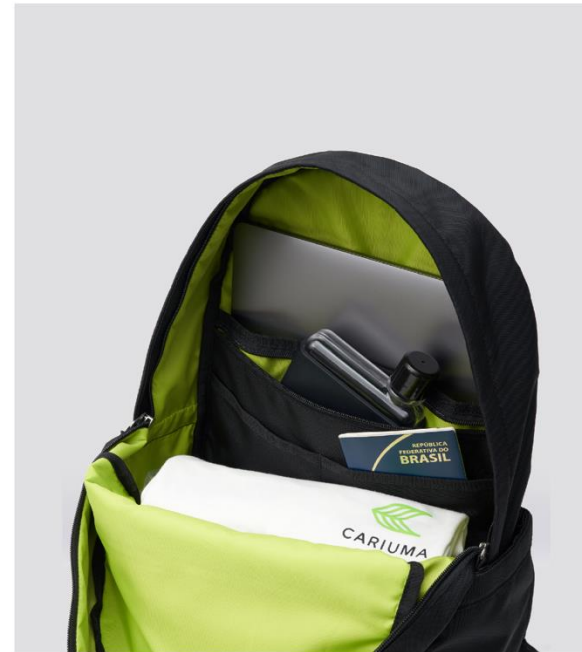
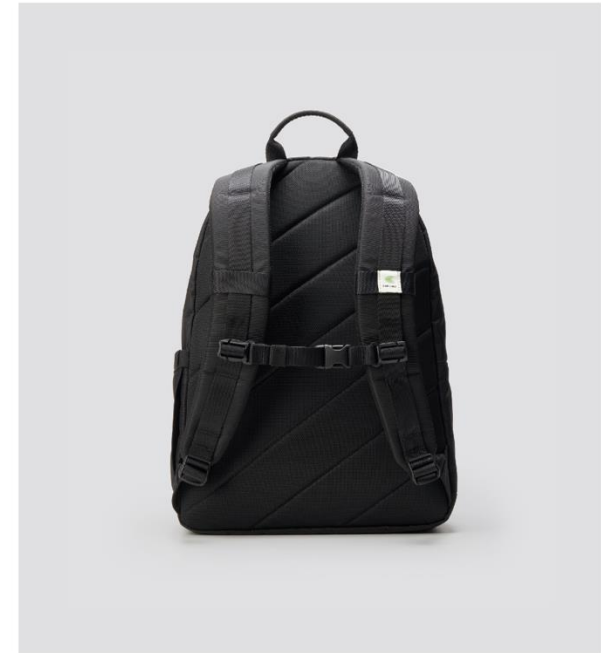
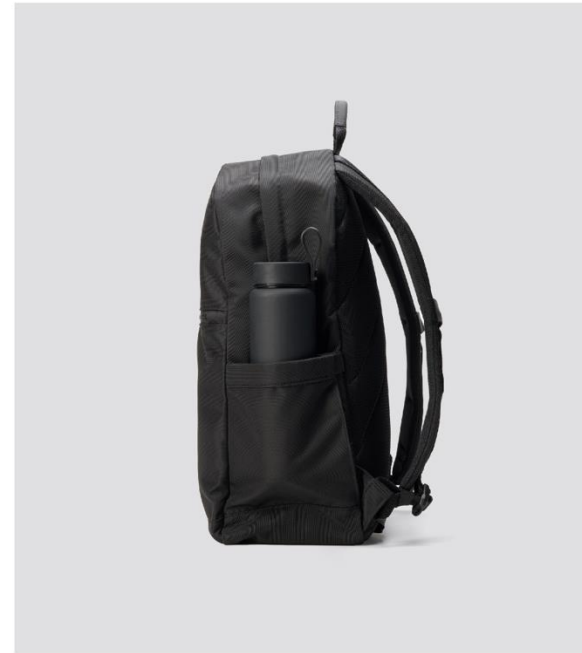
A roomy, rounded silhouette crafted with recycled materials and natural rubber, with a side pouch for your reusable water bottle.



JJ Backpack
Black

BP0101B01U

€98 EUR



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
All Black

BP0101B10U

€98 EUR



JJ Backpack
Navy

BP0101U02U

€98 EUR



JJ Backpack

Rose

BP0101R02U

€98 EUR



JJ Backpack

Military Green

BP0101E02U

€98 EUR



JJ Backpack

Grey

BP0101G01U

€98 EUR



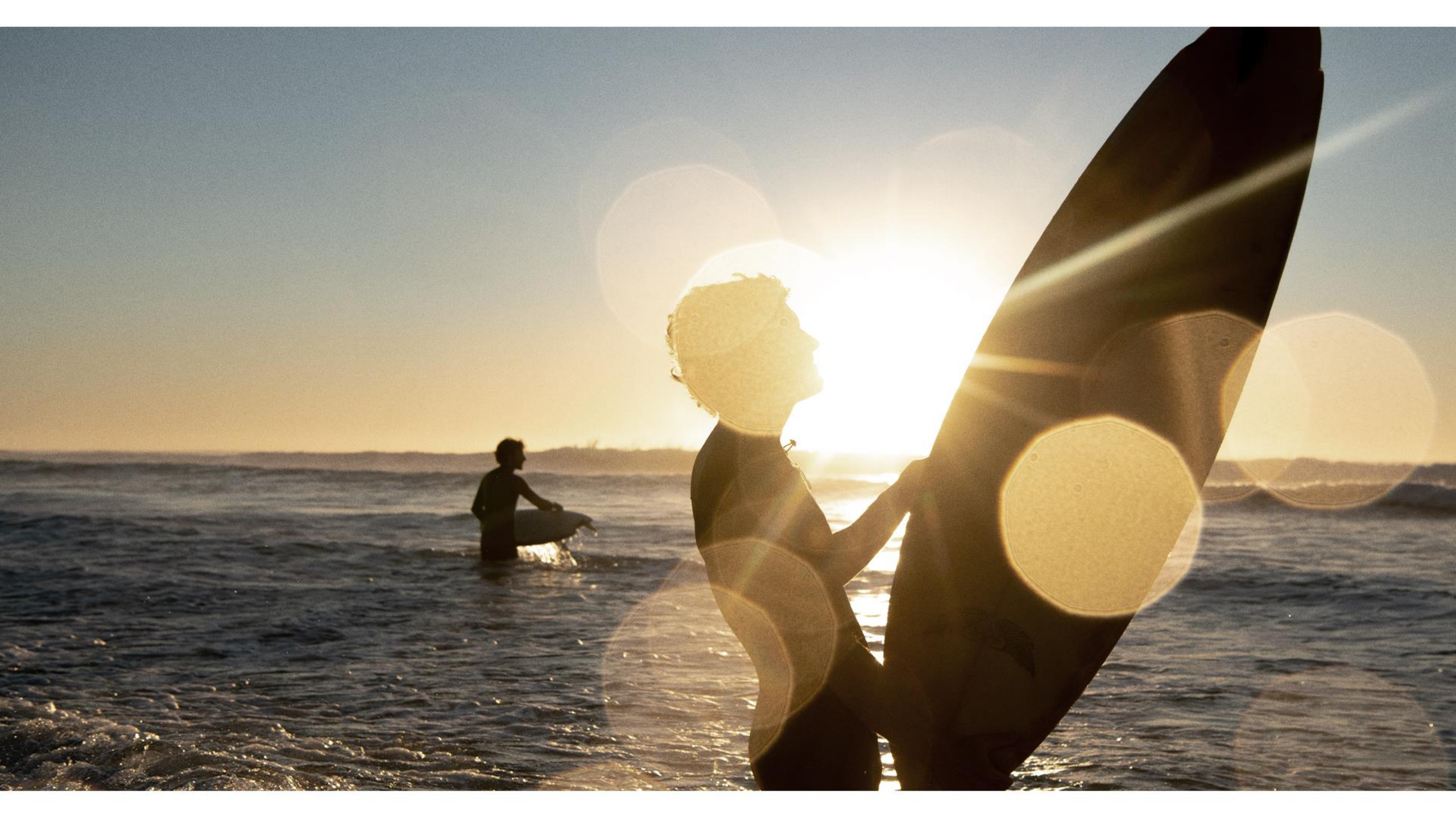
JJ Backpack

Bordeaux

BP0101R03U

€98 EUR





The sneaker that plants trees.



CARIUMA