

WHO WE ARE

In 1946, two podiatrists measured over 10,000 women's feet to determine what makes the perfect fit. Backed by this research and expertise, Ziera was founded so women could walk in superior comfort without sacrificing their style.

We are, and have always been, passionate about how our shoes look, fit and feel, bringing together contemporary design and podiatry science to create shoes that women—and their feet—love.

The endorsement of a range of our shoes by the Australian Podiatry Association is testament to our commitment to providing comfortable, stylish shoes for women.



ABOUT THE ZIERA LAST

At the heart of a Ziera shoe is a unique last. A last is a mould that determines the size and shape of a shoe, including the length, depth and volume of space available for the foot.

This creates a great fit; contouring and cradling the foot for all-day comfort.

Based on the findings of their 1940s study, our two founding podiatrists created an orthopaedically correct last. Since then, our engineers have built on this research to ensure Ziera shoes always deliver the perfect fit.





Today, Ziera shoes are formed on lasts made with the same principles. They're based on years of in-depth research into the anatomy of women's feet. From our classic styles to the latest fashion silhouettes, we ensure they maintain the crucial fit and comfort that is at the core of Ziera's DNA.

ZIERA FOOTBEDS

Uniquely contoured & cushioned footbeds are a key element of Ziera's superior comfort.

In addition to an extensive range of bestselling shoes and sneakers, we are proud to be Australia's first and only footwear brand that has a range of sandals that are endorsed by the Australian Podiatry Association.



SUPER SUPPORT

Flexible PU removable footbed with arch support, metatarsal bump and contoured heel cupping. They're slightly wider and deeper at the heel than the Comfort Plus footbed.

Comes in full and ¾ lengths.



COMFORT PLUS

Flexible PU removable footbed with arch support, metatarsal bump and slight heel cupping. Slightly narrower and thinner than the Super Support footbed. Comes in full and ¾ lengths.



PILLOW WALK

Non-removable footbed made from 3 different foams for premium cushioning, including latex foam arch and metatarsal support.



ACTIVE COMFORT

Flexible PU removable footbed with arch support, gel cushioning and a stabilising heel cup. Provides medium support and optimal shock-absorption.



OUR APODA ENDORSED STYLES

The below range of Ziera shoes are now endorsed by the Australian Podiatry Association (APodA), including the first and only APodA-endorsed range of sandals.



BRONN XW FIT



 $\textbf{DAFFODIL} \ \ \textbf{W} \ \ \textbf{FIT}$



DISCO W FIT



DUSTY W FIT



DOXIE W FIT



BARDOT XW FIT



SHOVO XF FIT



NEWTON W FIT



PAMELA XF FIT



SOLAR XF FIT



URBAN FF FIT



ASHLEEN W FIT



AUDRY W FIT



DELILAH XF FIT

APODA ENDORSEMENT



Removable Insole

Presence and suitability of the heel counter, referring to rigidity, dimensions and position.



Positioning of both laces and fastenings that minimise irritation.



Refers to the amount of "twist" of a shoe.



Position and amount that the shoe flexes. Correct flexion should occur at the forefoot and be sufficient for the joints to be able to extend.





ZIERA



Heel Support



Presence and suitability of the heel counter, referring to rigidity, dimensions & and position.

Contoured Arch



Contoured arch support may be present from either the insole, upper or both.

Cushioning



Factors such as construction material and durometer may be referred to.





Good shape that replicates foot morphology in width and depth.



Did you know?

Ziera shoes are crafted on orthopaedically designed lasts to give your feet the perfect fit.











Did you know?

Ziera's orthopaedic expertise comes from the 10,000 Feet study, where two podiatrists measured thousands of feet to ensure every shoe supports your foot perfectly.



ZIERA



zierashoes.com.au