

The image features a dark grey background with two pairs of legs. On the left, a person wears black cargo pants and black high-top boots with blue accents on the soles and laces. On the right, a person wears white high-top boots with a small logo on the side. The text 'JOG DOG' is centered in large white letters, with a registered trademark symbol to its right. Below it, 'FW 17/18 COLLECTION' is written in smaller white letters.

**JOG DOG**®

FW 17/18 COLLECTION

# ABOUT JOG DOG

Dear Partners and JOG DOG family friends,

We would like to draw your kind attention to the Italian shoes-wear brand JOG DOG.

JOG DOG, Italian brand of shoes and accessories, was created in 2013 in Venice, and three years later has already made its way to famous it-girls' wardrobes, not only in Russia and the CIS but also in Asia, Europe, USA and Canada. Since the launch of its first collection, Jog Dog had attracted attention for its combination of bright eclectic colors and bold designs, in alliance with high technology and quality, which to this point has not been equalled. When creating their shoes, Jog Dog designers get inspiration from urbanism, architecture, busy city life and travel. The brand aims to represent constant forward movement, active leisure, the development of new paths and the creation of new styles that will define forthcoming trends.

The brand once again demonstrates that sport and fashion go hand in hand, setting a new style of urban residents, travelers and jet-setters. At present, Jog Dog has three lines of shoes: men, women, and kids, and makes two collections per year, spring-summer and autumn-winter. We also actively collaborate with leading international designers in the creation of limited shoe and accessory collections. The brand's summer collection, with its recognizable prints and characteristic design reflects an urban chic style: sport and fashion mixed together. Life in motion, freedom, a mixture of styles, the ability to combine incongruity and modernity, these are the postulates of Jog Dog's summer collections.

Features and particularities of Jog Dog's collections  
Jog Dog's collections find their particularity in their use of high technology material and processes, without comparison in the world.

# ABOUT JOG DOG

The process of production uses the most modern materials and the brand also owns innovative patents in the field of membrane technologies, which allows Jog Dog to create shoes that are 100% resistant to any weather condition. One significant component of the brand's philosophy is sustainability and the respect of nature. Nowadays, it is possible to create shoes from high tech materials and polymers that are more comfortable than those made of natural raw materials.

The three pillars on which the brand stands are comfort, advanced technology, and care for nature. Jog Dog creates shoes for a dynamic lifestyle, showing how inseparable modern design and comfort. To this day, Jog Dog creates the most high tech and comfortable shoes, anticipating its competitors, and enjoying a leader position on this specific market in countries such as France, Italy, Russia, Austria, the

Czech Republic, Poland, Canada, Georgia, Korea, Turkey and Kazakhstan, where the brand is represented in the main shops.

In the season of Winter 2016-17 JOG DOG signed the contract and became the biggest partner of the Olympic Ski Resort "ROSA KHUTOR" in Sochi, Russia. Big investments were made in marketing and PR activities to form the image of JOG DOG as the market leader on the footwear market in fashion technology, glam sport and fashion apres-ski segment. We are happy to continue the wonderful collaboration this season as well by creating a special project called JOG DOG WEEKEND when we will be bringing top Russian celebrities to the resort every week, which will add additional promotion and buzz to the brand.

# ABOUT JOG DOG

What is more, JOG DOG is collaborating with the biggest Russian shoes chain Rendez-Vous and we are bringing several Russian and international stars, fashion editors and top bloggers to a famous resort Courchevel where our shoes are being sold and popular as well. Our celebrity guests will spend several days during the Christmas, attend special events and parties co-organized by us. We believe it will bring the brand awareness to the international fashion world since all this project will be shown on Worlf Fashion Channel as well as all top fashion magazines in Russia and Europe.

MORE INFORMATION IS AVAILABLE ON OUR WEBSITE  
[WWW.JOGDOG.COM](http://WWW.JOGDOG.COM)

# JOG DOG TECHNOLOGIES

BIOMETEX® – biological membrane textile, a kind of closed system with absolute water repellency, windproof, with features similar to those of our skin. It allows the shoes to keep heat at temperatures down to -25 C°.



BASF Elastopan® – Cold Resistance – innovative multi-component polyurethane: a high performance material, which combines a special flexural performance at extremely low temperatures with a very high slip resistance on wet and icy surfaces, low abrasion and good shock absorption.



# JOG DOG TECHNOLOGIES

## SHOCK ABSORBER

a special sole structure which dampens shock load and protects the foot from sprains and strains, adding comfort while walking or running.

## FLEXPOINT

a natural foot flexion technology which protects joints and tendons from pain during long walks and other activities.

## NATURAL STEP SYSTEM

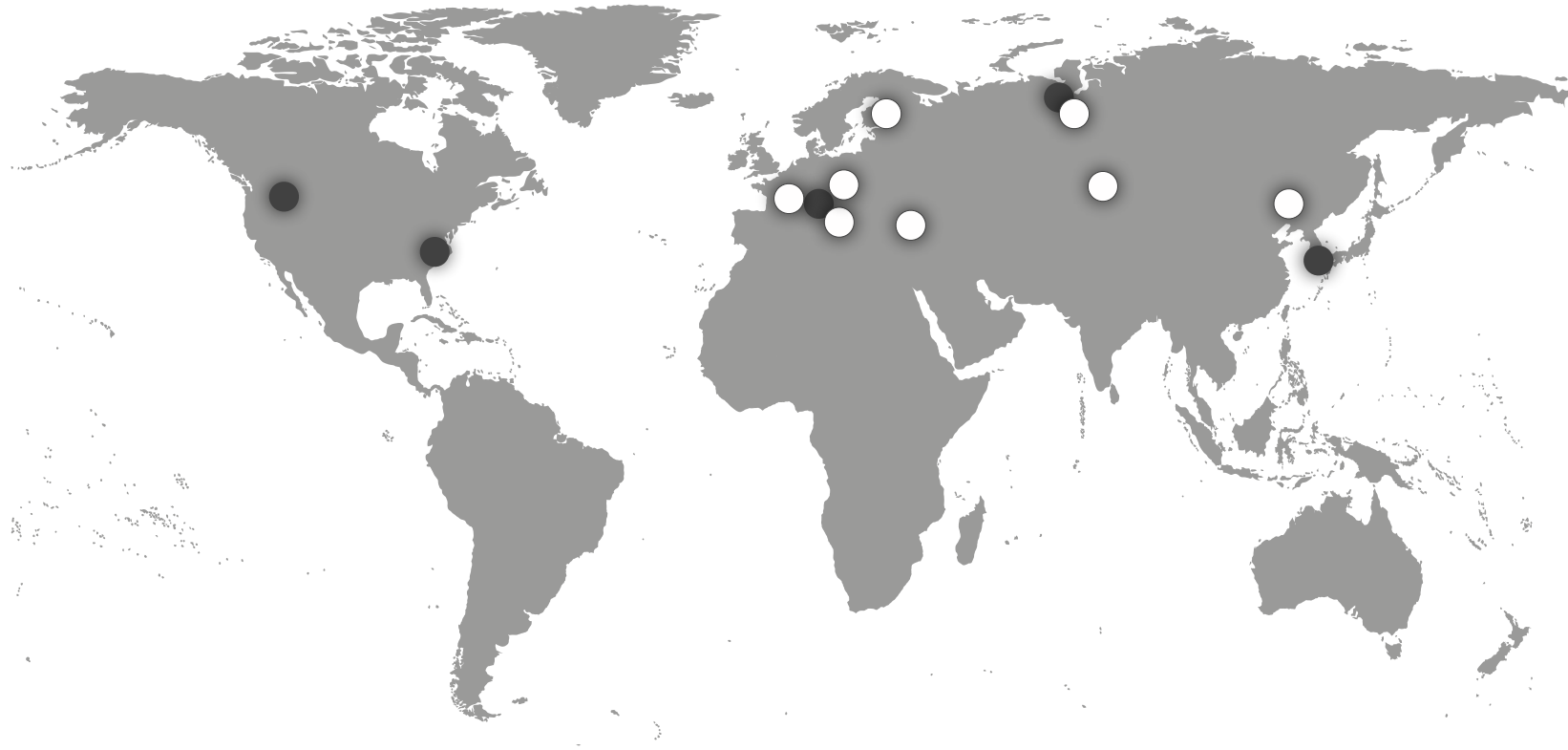
a natural step system, an anatomic sole structure which evenly distributes tension over the foot and leg joints.

## SUPERGRIP

a slip-resistant sole with elastic elements, made of thermoplastic alloys, natural rubber and oil repelling components. It dissipates water on solid surfaces and latches securely like car tires on soft ones.

GEOGRAPHY

# JOG DOG IS A FAST GROWING FASHION FOOTWEAR BRAND FROM ITALY



- SHOWROOMS IN MILANO (3), MOSCOW, NYC, SEOUL, TORONTO
- SALES IN ITALY, RUSSIA, FRANCE, UK, AUSTRIA, CZECH REPUBLIC, POLAND, KAZAKHSTAN, GEORGIA, UKRAINE, KOREA, MOROCCO, TURKEY, CANADA



JOG DOG

KIDS





PRODUCT

# JOG DOG



55037R  
Золотой Экстралюкс / ZaffiroExtraLux\_BlkJPlatinum



55037R  
Синий Экстралюкс / TuonoExtraLux\_Navy



55038R  
Черный Экстралюкс / TuonoExtraLux\_BlkJCrome

PRODUCT

# JOG DOG

www.jogdog.com



55038R  
Синий Миметик / TuonoMimetic343\_BlkJNavy



55037R  
Черный Камуфляж / TuonoCamouflage\_BlkJ

PRODUCT

# JOG DOG

www.jogdog.com



55038R  
Серый Рефлекс / ZaffiroSAIReflex\_SilverGrey



55038R  
Розовый Рефлекс / ZaffiroSAIReflex\_SilverPink

PRODUCT

# JOG DOG



55039R  
Красный Джойфул / ZaffiroJoyfull\_BlkJRed



55039R  
Серый Джойфул / ZaffiroJoyfull\_BlkJGrey



55039R  
Синий Тревел / ZaffiroTravel\_Navy

PRODUCT

# JOG DOG

www.jogdog.com



1201R  
Синий Миметик / TuonoMimetic343\_BlkJNavy



1201R  
Серый Джойфул / TuonoJoyfull\_Graphite

PRODUCT

# JOG DOG

www.jogdog.com



1205R  
Синий Динамик / Crosta Dinamic Navy



1205R  
Черный Динамик / Tuono Dinamic Black

PRODUCT

# JOG DOG



1205R  
Бежевый Тирана / Tuono Tirana\_Taupe



1205R  
Изумрудный Тирана / Tuono Tirana\_NavySmerald

PRODUCT

# JOG DOG



1213R  
Белый Тревел / ZaffiroTravel\_White



1213R  
Цикламен Балтико / ZaffiroBaltico\_BlкCyclamen



1213R  
Синий Тревел / ZaffiroTravel\_Navy



PRODUCT

# JOG DOG



1215R  
Черный Джойфул / Zaffiro Joyfull\_Blк



1215R  
Серый Джойфул / Zaffiro Joyfull\_Grey



1215R  
Красный Джойфул / Zaffiro Joyfull\_Red

PRODUCT

# JOG DOG



1218R  
Розовый Принт / TuonoPiedPull\_BlkJPink



1218R  
Черный Принт / TuonoPiedPull\_BlkJ



1218R  
Синий Экстралюкс / TuonoExtraLux\_Navy

PRODUCT

# JOG DOG

www.jogdog.com



1221R\*  
Синий Экстралюкс / TuonoExtraLux\_Navy



1221R\*  
Черный Балтико / TuonoBaltico\_Blк



1221R\*  
Золотой Экстралюкс / TuonoExtraLux\_Platinum

PRODUCT

# JOG DOG



13002R  
Серый Техник / TuonoTecnica\_GraphiteRed



13002R  
Черный Техник / Tuono Tecnica Black/Graphite



13002R  
Синий Миметик / TuonoMimetic343\_BlkJNavy

PRODUCT

# JOG DOG



13003R  
Бежевый Тирана / Tuono Tirana\_Taupe



13003R  
Синий Динамик-золото / Crosta Dinamic Navy/Gold



13003R  
Черный Экстралюкс / TuonoExtraLux\_BlkJCrome

PRODUCT

# JOG DOG



13004R  
Черный Динамик / TuonoDinamic\_BlkJRed



13004R  
Серый Джойфул / Tuono Joyfull\_Graphite

PRODUCT

# JOG DOG

www.jogdog.com



13006R  
Серый Принт / TuonoPiedPull\_BlKOffwhite



13006R  
Синий Экстралюкс / TuonoExtraLux\_Navy

PRODUCT

# JOG DOG

www.jogdog.com



13007R  
Синий Динамик / TuonoDinamic\_NavyRed



13007R  
Черный Камуфляж / TuonoCamouflage\_Blк



PRODUCT

# JOG DOG

www.jogdog.com



13008R  
Серый Принт / ZaffiroSuedePiedPull\_BlkJOffwhite



13008R  
Розовый Принт / ZaffSuedePiedPull\_BlkJPink

PRODUCT

# JOG DOG

www.jogdog.com



13008R  
Синий Динамик-золото / Suede Dinamic Navy/Gold



13008R  
Черный Динамик-серебро / Suede Dinamic Black/Silver

PRODUCT

# JOG DOG



13008R  
Серый Рефлекс / ZaffiroSAIReflex\_SilverGrey



13008R  
Розовый Рефлекс / ZaffiroSAIReflex\_SilverPink

PRODUCT

# JOG DOG

www.jogdog.com



13009R  
Бежевый Тирана / ZaffiroTuonoTirana\_Taupe



13009R  
Белый Балтико / ZaffiroBaltico\_White

PRODUCT

# JOG DOG



13011R  
Белый Балтико / ZaffiroBaltico\_White



13011R  
Черный Балтико / TuonoBaltico\_Blк



13011R  
Синий Динамик / TuonoDinamic\_BlкNavy

PRODUCT

# JOG DOG

www.jogdog.com



13013R  
Черный Джойфул / ZaffiroTuonoJoyfull\_Blк  
Swarovski



13013R  
Синий Динамик / SuedeDinamic\_Navy  
Swarovski

PRODUCT

# JOG DOG

www.jogdog.com



13014R\*  
Золотой Экстралюкс / ZaffiroExtraLux\_BlKPlatinum



13014R\*  
Черный Джойфул / ZaffiroTuonoJoyfull\_BlK

PRODUCT

# JOG DOG

www.jogdog.com



13014R\*  
Красный Бархат / ZaffiroExtraLux\_BlkJPlatinum



13014R\*  
Синий Бархат / ZaffiroTuonoJoyfull\_BlkJ



PRODUCT

# JOG DOG

www.jogdog.com



13015R  
Синий Балтико / TuonoBaltico\_Navy



13015R  
Черный Балтико / TuonoBaltico\_Blк

PRODUCT

# JOG DOG



1110R  
Белый Балтико / ZaffiroBaltico\_WhiteSilver



1110R  
Черный Динамик / TuonoDinamic\_Blк



1110R  
Петрол Балтико / TuonoBaltico\_Petrol

PRODUCT

# JOG DOG

www.jogdog.com



1111R  
Синий Экстралюкс / SuedeExtraLux\_Navy



1111R  
Пельтро Балтико / TuonoBaltico-TaurePewter

PRODUCT

# JOG DOG



1127R  
Бежевый Экстралюкс / TuonoExtraLux\_Taure



1127R  
Черный Экстралюкс / TuonoExtraLux\_BlkJrome



1127R  
Белый Балтико / ZaffiroBaltico\_WhiteBlk

PRODUCT

# JOG DOG

www.jogdog.com



1129R  
Синий Техник / TuonoTecnica\_TaureNavy



1129R  
Черный Балтико / TuonoBaltico\_Blkgrey

PRODUCT

# JOG DOG



1149R  
Савана Динамик / TuonoDinamic\_TaupeGold



1149R  
Черный Динамик / Tuono Dinamic Black/Silver



1149R  
Синий Динамик / Tuono Dinamic Navy/Gold

PRODUCT

# JOG DOG



1175R  
Синий Миметик / TuonoMimetic343\_BlkJavy



1175R  
Черный Балтико / TuonoBaltico\_BlkJ

PRODUCT

# JOG DOG

www.jogdog.com



1184R  
Серый Джойфул / TuonoJoyfull\_BlkJGraphite



1184R  
Синий Миметик / TuonoMimetic343\_BlkJNavy



PRODUCT

# JOG DOG



14007R  
Золотой Экстралюкс / ZaffiroTuonoExtraLux\_BlKPlatinum



14007R  
Черный Экстралюкс / ZaffiroTuonoExtraLux\_BlKChrome



14007R  
Синий Бархат / ZaffiroTuonoCiniglia\_NavyBlue

PRODUCT

# JOG DOG



14011R  
Петрол Балтико / SuedeBaltico\_Petrol



14011R  
Черный Динамик / ZaffiroTuonoDinamic\_Blк



14011R  
Бежевый Принт / ZaffiroTuonoPiedPull\_BlкTaupe

PRODUCT

# JOG DOG



14015R  
Бежевый Тирана / ZaffiroTuonoTirana\_Taupe



14015R  
Черный Динамик / ZaffiroTuonoDinamic\_Blк



14015R  
Серебряный Балтико / ZaffiroTuonoBaltico\_BlкSilver

PRODUCT

# JOG DOG



14029R  
Савана Динамик / ZaffiroTuonoDinamic\_Taupe



14029R  
Черный Принт / ZaffiroTuonoPiedPull\_Blк

PRODUCT

# JOG DOG

www.jogdog.com



14036R  
Синий Балтико / TuonoBaltico\_Navy



14036R  
Черный Балтико / TuonoBaltico\_Blк

PRODUCT

# JOG DOG

www.jogdog.com



14039R  
Петрол Балтико / SuedeBaltico\_Petrol



14039R  
Черный Балтико / SuedeDinamic\_Blк

PRODUCT

# JOG DOG

www.jogdog.com



30207R  
Серебряный Балтико-лапин / TuonoZaffiroLapinBaltico\_Silver



30207R  
Черный Балтико-лапин / Tuono Zaffiro Lapin Baltico Black

PRODUCT

# JOG DOG

www.jogdog.com



30285R  
Бежевый Экстралюкс / TuonoExtraLux\_Taupe



30285R  
Черный Экстралюкс / TuonoExtraLux\_BlkJrome



PRODUCT

# JOG DOG



30305R  
Петрол Балтико / TuonoBaltico\_Petrol



30305R  
Пельтро Балтико / TuonoBaltico\_Pewter

PRODUCT

# JOG DOG

www.jogdog.com



30309R  
Синий Балтико / TuonoBalticoFox\_Navy



30309R  
Серебряный Балтико / TuonoBalticoFox\_Blksilver

PRODUCT

# JOG DOG



BB003R  
Черный Балтико / Zaffiro Baltico Black/Gold



BB009R  
Черный Динамик / ZaffiroDinamic\_Black  
Swarovski

PRODUCT

# JOG DOG



BB005R  
Золотой Экстралюкс / ZaffiroExtraLux\_BlKPlatinum



BB005R  
Черный Экстралюкс / ZaffiroExtraLux\_BlKChrome



BB005R  
Синий Бархат / ZaffiroCiniglia\_NavyBlue

PRODUCT

# JOG DOG



BB008R  
Петрол Балтико / ZaffiroBaltico\_BlkJPetrol



BB008R  
Черный Балтико / ZaffiroBaltico\_BlkJ



BB008R  
Зеленый Бархат / ZaffiroCiniglia\_BlkJSmerald

PRODUCT

# JOG DOG

www.jogdog.com



BBO10R  
Черный Балтико / ZaffiroBaltico\_Blк\_BlкFur



BBO10R  
Белый Балтико / ZaffiroBaltico\_WhiteNaturalFur

PRODUCT

# JOG DOG

www.jogdog.com



BB006R  
Золотой Экстралюкс / ZaffiroExtraLux\_Plat\_NaturalFur



BB006R  
Черный Балтико / Zaffiro Baltico Black/Nat Fur



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