

R U B I R O S A



SS 2025 Men's Collection



RUBIROSA SS25

Seek and you will find

RUBIROSA Spring/Summer 2025 is casual footwear of exceptional elegance: quality in motion.

Distinctly premium, the collection comprises iconic sneaker styles made to the highest specifications. Subtle features encourage the pleasure of discovery. Refined textured leather perfectly resembles linen or pique or denim. The collection's clean lines have the authority of architecture, the restrained colours are a simple statement of sophistication. In these playful, masterful sneakers you find the definition of gentle luxury.

RUBIROSA shoes are designed to be modern and timeless, built to last season upon season, year after year.

True quality improves with age. After all, good shoes elevate, and harmonise with, a well-chosen outfit, and so can be worn anywhere, any time. Every RUBIROSA style exists on the bridge between formal and casual; every shoe is made with love. Encasing the foot in plush comfort, these joyful heroes are a pleasure to wear day and night. Grounded and iconic, they boast the wearability of sneakers and the grace of leather shoes.

The SS25 colours are delicate whispers: a series of noble whites, greys and browns. Blue and green join the party but know how to behave. New this season is the low-top, skate-inspired DANIELLE. The football-inspired Oxford sneaker JUDY, a RUBIROSA favourite, is presented with

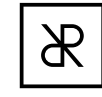
a knit and suede upper, and in one move the shoe is reborn softer and fresher for summer.

Swiss brand RUBIROSA combines practicality, smart aesthetics and sustainability, and encourages everyone to live their best life. When our possessions are beautiful and useful we are free to fulfil our potential, to delight in the little things as well as the epic, to master our universe. Let the good times roll.

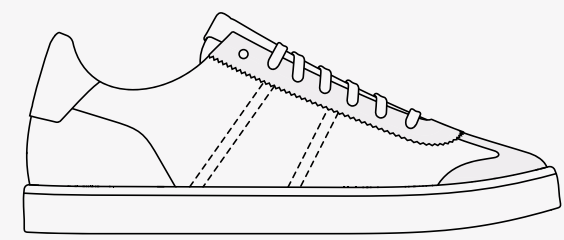
RUBIROSA. FINE SHOES FOR PLEASURE AND LEISURE

ABOUT THE BRAND

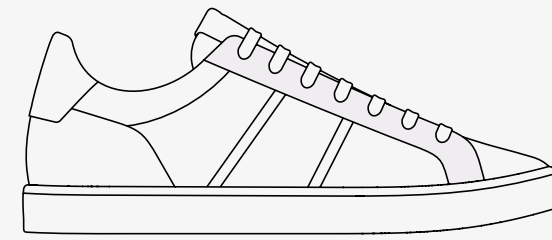
ABOUT SUSTAINABILITY



MEN COLLECTION



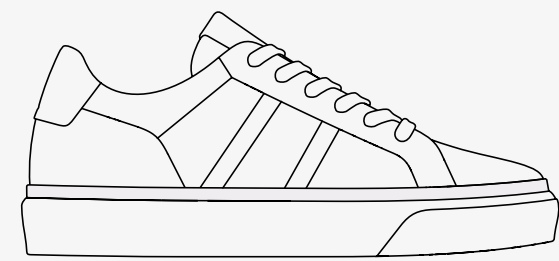
JUDY



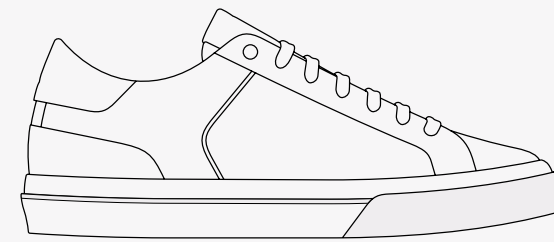
ODILE



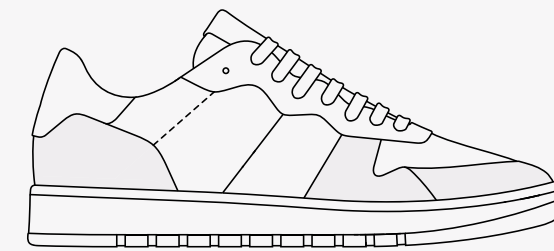
JOAN



AVA



DANIELLE LOW



EVA



KIM





JUDY MEN

Simple, graceful, football. JUDY is a football-inspired Oxford sneaker, built on a low cup sole. Stylish, classic and modern, made from top-grade materials, JUDY is an emblem of quiet luxury and immaculate comfort, perfectly adapting to any moment.

Inspired by 1970s football shoes

Oxford design upper

Low cup sole

Zig zag pinking detail

Brogue detail

Everyday luxury

Textured leather

This Season

JUDY SL knit upper, slip-on
Tone on tone mixed leathers
New colourways



JUDY WHITE LIGHT GREY HE10 - JUDY WHITE HE09



RUBIROSA POLO
Leather pretends to be piqué

RUBIROSA POLO is genuine calf leather with a honeycomb texture. Canvas look, leather feel and equestrian sport charm.

JUDY COLLECTION



JUDY WHITE GREY HE10





JUDY WHITE BLUE HE09



JUDY WHITE GREEN HE08



RUBIROSA NILE
Leather mimics linen

RUBIROSA NILE is a heavier grade suede with longer nap, finely stamped in order to look like linen. A riddle only revealed to initiates.



JUDY OFF WHITE HE10 - JUDY FUMO HE10

JUDY COLLECTION

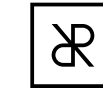




JUDY DARK GREY CL02



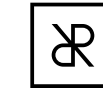
JUDY DUST WHITE CL02



JUDY WHITE CL01



JUDY WHITE CL03



JUDY BLUE CL02



JUDY TAUPE HE08

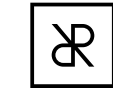
JUDY COLLECTION



JUDY SL BEIGE HE10



JUDY COLLECTION





JUDY SL
Weave elegance

JUDY SL reimagines RUBIROSA's football-inspired hero sneaker JUDY with a knit and suede upper. Softer and fresher for summer, the merino blend knit transforms the shoe into a super wearable slip-on, an elegant choice.



JUDY SL WHITE HE10 - JUDY SL GREY HE10



ODILE MEN

Grace of the tennis pioneers. A timeless style inspired by the first trainers designed for the tennis courts. ODILE evolves the class of the legendary sports pioneers. Resting on a comfortable, flexible sole, the derby-style upper of the ODILE stands out for its slip-on construction.

Inspired by classic tennis shoes

Derby design upper

Low cup sole

Brogue and other RUBIROSA signature details

Timeless elegance

This Season

Washed suede

Tone on tone mixed suedes

Textured leather

New colourways

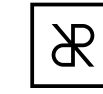
ODILE COLLECTION



ODILE WHITE BLACK HE10



ODILE WHITE GREEN HE10



ODILE WHITE BLUE HE10



ODILE LIGHT GREY HE10



ODILE TAUPE HE10



ODILE OLTREMARE HE10



RUBIROSA NILE
Leather mimics linen

RUBIROSA NILE is a heavier grade suede with longer nap, finely stamped in order to look like linen. A riddle only revealed to initiates.



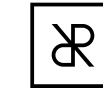
ODILE FUMO HE10 - ODILE BEIGE HE08

ODILE COLLECTION



ODILE BLUE HE10





ODILE GREY HE10

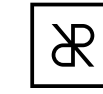


ODILE GREEN HE10

ODILE COLLECTION



ODILE WHITE CL02



ODILE BLACK CL01



JOAN MEN

Running in style. Inspired by 1970s "wedge" running shoes, JOAN is a sporty shoe of unabashed luxury, rich in signature RUBIROSA details and enhanced in its sporty soul by the spoiler for stability. Wear JOAN every day you can.

Inspired by 1970s "wedge" runners

Premium materials

Elegant details, including signature brogue

Spoiler for stability

Everyday, easy wear

This Season

Mixed leathers, including tone on tone

Textured leather

New colourways



RUBIROSA IVY
An Oxford look for leather

RUBIROSA IVY leather is the result of a special suede craft that creates the distinguished appearance of Oxford cloth.



JOAN BEIGE HE10 - JOAN OFF WHITE HE10

JOAN COLLECTION



JOAN GREY HE10



JOAN COLLECTION



JOAN WHITE ORANGE HE10



JOAN WHITE YELLOW HE10



JOAN LIGHT GREY HE10



JOAN WHITE HE08



JOAN BEIGE HE08



JOAN LIGHT GREY HE09



AVA MEN

Tennis elegance. AVA takes old school elegance and sophistication into the 21st century. Lightweight, flexible and supremely comfortable, these premium casual shoes complement a suit or more relaxed outfit combinations.

Inspired by 1970s tennis shoes

Derby upper design

Leather welt

Sports style, luxury build, craftsmanship details

Top-grade materials including calf skins and calf suedes

Full-grain premium leather

Dress up or dress down

Perforated suede upper

This Season

New colourways

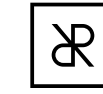


AVA WHITE GREEN HE10



AVA WHITE BLUE HE10

AVA COLLECTION



AVA WHITE YELLOW HE10



AVA WHITE CL01





DANIELLE LOW MEN

High class low-top. Danielle is a sleek low-top sneaker influenced by classic skate shoes. The low profile sole emphasises its relaxed aspect. Premium materials elevate every component and carry this refined, retro sneaker into a higher category. A casual shoe for daytime adventuring, constructed with comfort and class.

Inspired by 1980s skate shoes

Low profile rubber sole

Tram line around top of sole made by serigraphy

Leather brand tab on rear

Retro sport look

Daytime wanderer

This Season

Soft tumbled calf

Denim-textured suede

Subtle "Timeworn" vintage effects

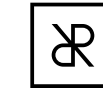


DANIELLE LOW OFF WHITE HE10



RUBIROSA SUEDE DE-NIMES
Jeans-look leather

More tactile than a simple print. RUBIROSA DE-NIMES gives the leather the look and feel of denim.



DANIELLE LOW BLUE HE10



DANIELLE LOW WHITE BLUE HE10



DANIELLE LOW WHITE GREEN HE10



TIMEWORN EDITION
Elegance means action

Timeworn is the premium RUBIROSA shoe, distressed. These shoes have been lovingly aged to give them all the appearance of a life well lived.



EVA MEN

1980s low-top basketball footwear, reimagined. The urban community's ultimate icon shoe enjoys a sophisticated refit and a complete upgrade. The silhouette is low-top but features a sleeker and shallower last than its illustrious forebears. A casual sneaker that is light and comfortable for everyday wear.

Retro basketball inspired, refined

Low-top silhouette

Front bumper

Sole wrap at the heel

Brogue and other RUBIROSA signature details

Vacchetta leather and other premium materials

Light, soft and comfortable

Everyday casual

This Season

Sport inspired, contrasting details

Tone on tone mixed leathers

EVA COLLECTION



EVA WHITE ORANGE HE10



EVA COLLECTION



EVA AZURE HE10



EVA WHITE GREEN HE09



EVA WHITE CL01





KIM MEN

RUBIROSA's sports utility sneaker blends the grip, the cushioning and the comfort of performance trainers with a crafted, luxurious upper.

With roots in nature and the great outdoors, KIM is the ideal all-terrain footwear for touring the city or roaming the countryside. KIM is quality in motion.

Inspired by trail running shoes

Performance sole, luxury upper

Rich details, including contrast heel tab

Brogue and other RUBIROSA signature details

Unique RUBIROSA outsole

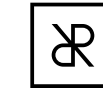
Perfect for roaming the city and the countryside



KIM GREY HE10



KIM BLUE HE10



KIM WHITE BLUE HE10



KIM WHITE GREEN HE10



RUBIROSA shoes are timeless and modern,
the epitome of subtle luxury, made in Italy.

Swiss brand RUBIROSA presents the contemporary face of classic shoes: the comfort of sneakers, the nobility of formal footwear. Crafted and refined, considerate of nature, every stylish pair can be worn joyfully everyday, everywhere.

RUBIROSA

Fine shoes for pleasure and leisure

RUBIROSA shoes elevate leisure and fit like love.

[BACK](#)



Practicality and aesthetics entwine on a bed of sustainability

More Responsibility

Ethical Production

RUBIROSA shoes are Made in Italy in compliance with EU environmental protection regulations and health and safety legislation in the workplaces. The close-to-home supply chain reduces carbon emissions.

More Trees

Climate-positive initiative

In partnership with non-profit organisation Treellionaire, RUBIROSA plants a tree for every pair of sneakers sold, via the Borneo Orang-Utan Survival (BOS) Switzerland, Sustainable Harvest International and Trees for The Future projects.

Lower Emissions

Climate-Neutral Company

RUBIROSA continues to reduce all greenhouse gas emissions associated with its activities, and offsets the remaining emissions (carbon-connect AG certified).

Reduced Consumption

Quality and style made to last

High class materials, premium craftsmanship and timeless design ensure not only refined elegance, but also great durability. More durability means longer-lasting products, which means less waste, which is the key to true sustainability.

More Engagement

Actions for a sustainable future

RUBIROSA supports the RMDLT Portel-Pará REDD Project in Brazil, to help mitigate climate change, create a positive socio-economical impact for local communities and help protect wildlife and natural habitats.

[BACK](#)



Fine shoes for pleasure and leisure

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