

RUBIROSA



SS 2025 Women'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 details encourage the pleasure of discovery: metallic colours, special laces, St. Gallen embroidery, 3D embossed animalia patterns and glossy leather. 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 that occasionally give way to soaring high notes. Noble whites, greys, browns and pastels are the season's big hitters, while pink, aquamarine and green bring dash and glamour. 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.

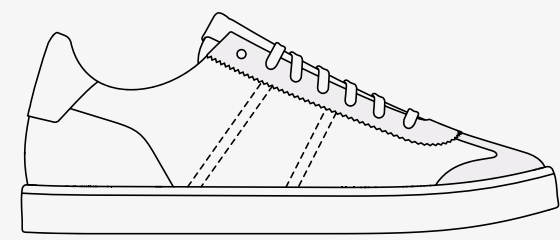
**RUBIROSA.** FINE SHOES FOR PLEASURE AND LEISURE

**ABOUT THE BRAND**

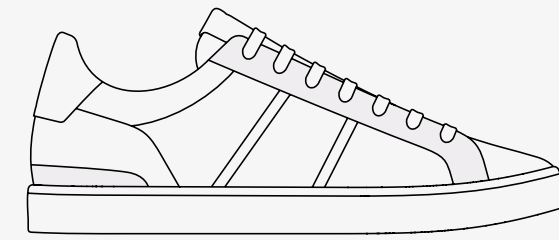
**ABOUT SUSTAINABILITY**



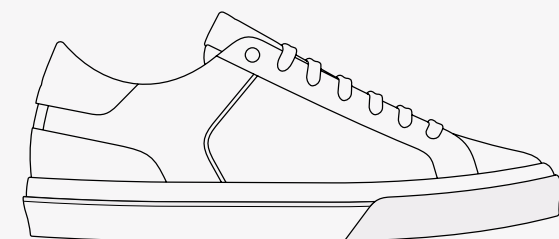
WOMEN COLLECTION



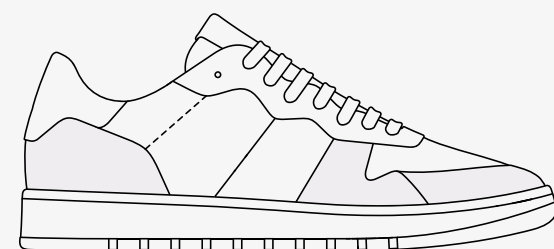
JUDY



ODILE



DANIELLE LOW



EVA



KIM





## JUDY WOMEN

Simplicity and grace. JUDY is elegant, effortless and discreet. An easy-to-wear, top tier shoe for any look and every occasion. Decorated with a perforated brogue detail and a zig zag pinking on the U-throat lacing piece, JUDY presents a variety of precious highest quality materials and fascinating colours.

*Inspired by 1970s football shoes*

*Low profile*

*Zig zag pinking, brogue*

*Rich details*

*Premium materials*

*Perfect comfort for every day*

*JUDY DO means left and right sides are different*

## This Season

JUDY D SL knit and suede upper, slip-on

3D embossed animalia patterns

Mixed leathers

New colourways

Metallic colours

Judy DO Couture with St. Gallen embroidery over leather

Alternative laces included



JUDY DO TAUPE HE10

*alternative laces included*



JUDY DO LEOPARD HE10

*alternative laces included*



JUDY DO PINK HE10

*alternative laces included*





JUDY D COLLECTION



JUDY DO BROWN HE10

*alternative laces included*



JUDY DO SILVER HE10

*alternative laces included*



JUDY D COLLECTION





JUDY DO SEA HE10

*alternative laces included*



JUDY D COLLECTION



JUDY DO GREEN HE10

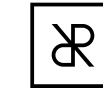
*alternative laces included*



JUDY DO SAND HE10



JUDY DO WHITE HE10

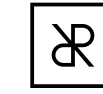


JUDY DO COPPER HE10



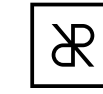
JUDY DO WHITE BLACK HE09

JUDY D COLLECTION



JUDY D WHITE BLUE HE10



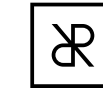


JUDY D WHITE GREEN HE10



JUDY D WHITE GREY HE10

JUDY D COLLECTION



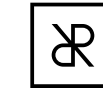


**JUDY D SL**  
Weave elegance

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 D SL WHITE HE10 - JUDY D SL BEIGE HE10



JUDY DO COUTURE HE10

*St. Gallen embroidery*



## ODILE WOMEN

Grace and comfort. Inspired by the pioneer sneakers of the tennis court, ODILE presents a derby-style upper with a slip-on construction and a lightweight flexible sole. Made with high-end materials and available in a variety of refined shades, ODILE is a graceful and comfortable everyday shoe.

*Inspired by classic tennis shoes*

*Low cup sole*

*Brogue and other RUBIROSA signature details*

*Timeless elegance*

## This Season

Mixed leathers

3D embossed animalia patterns

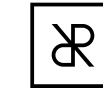
Glossy leather

ODILE D COLLECTION



ODILE D OFF WHITE HE10





ODILE D PINK HE10



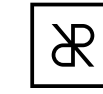
ODILE D VANILLA HE10

ODILE D COLLECTION



ODILE D PURPLE HE10



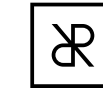


ODILE D GREEN HE10



ODILE D BLACK HE10

ODILE D COLLECTION

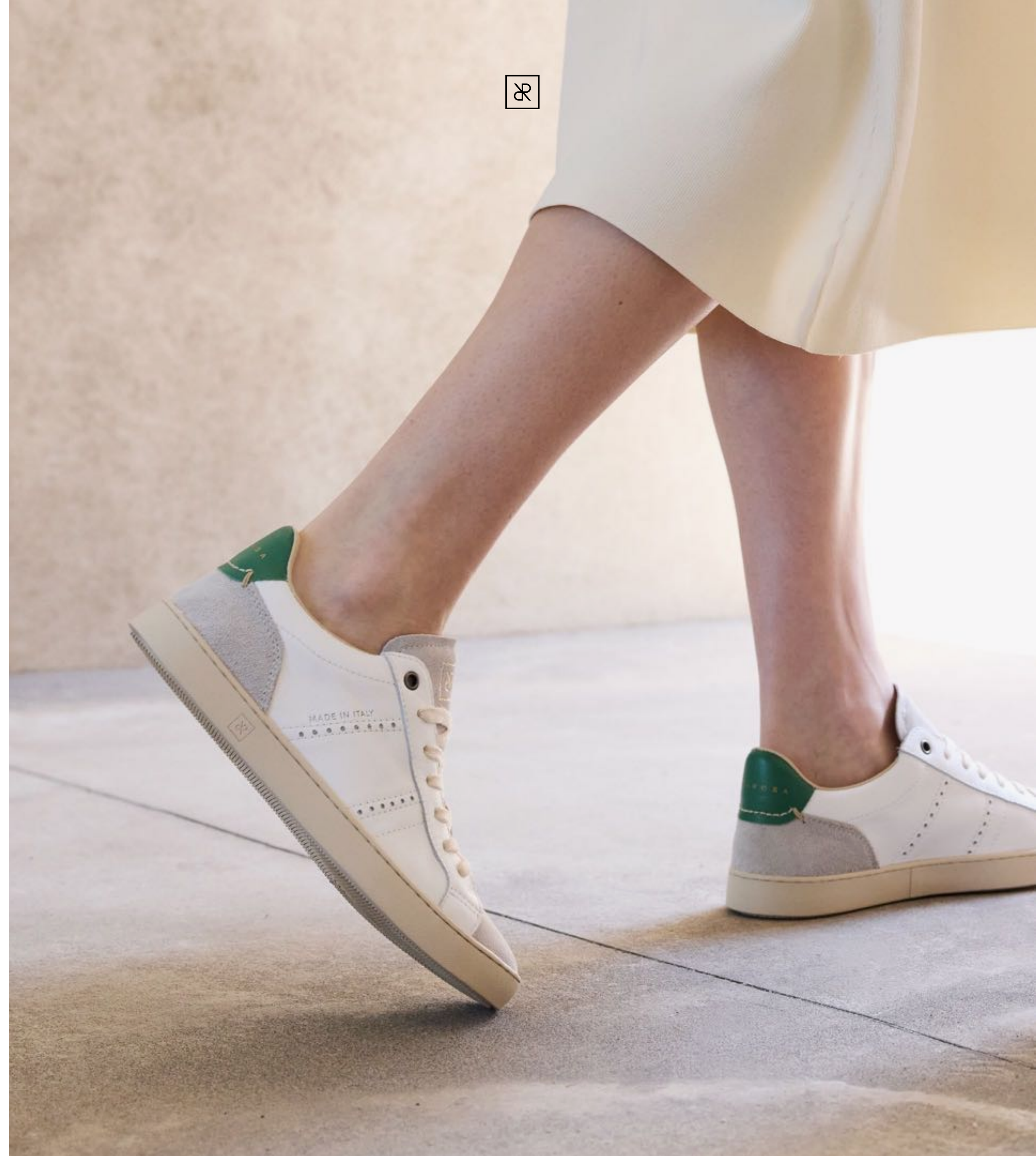


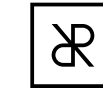
ODILE D WHITE GREEN HE10

ODILE D COLLECTION



ODILE D WHITE BLUE HE10





ODILE D WHITE BLACK HE10



ODILE D WHITE CL01



## DANIELLE LOW WOMEN

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

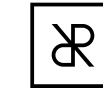
Subtle "Timeworn" vintage effects

DANIELLE LOW D COLLECTION



DANIELLE LOW D WHITE GREEN HE10





DANIELLE LOW D WHITE BLUE HE10





## EVA WOMEN

Exquisite low-top with 1980s flair. EVA updates and modernises the 1980s low-top basketball sneaker by introducing a sleeker and shallower last and highest quality materials to bring strength, softness and comfort. A casual sneaker with great personality for everyday wear.

*Retro basketball inspired, refined*

*Low-top silhouette, sleek and shallow*

*Front bumper*

*Sole wrap at the heel*

*Brogue and other RUBIROSA signature details*

*Vachetta leather and other premium materials*

*Soft and comfortable*

*Everyday casual*

## This Season

Mixed leathers

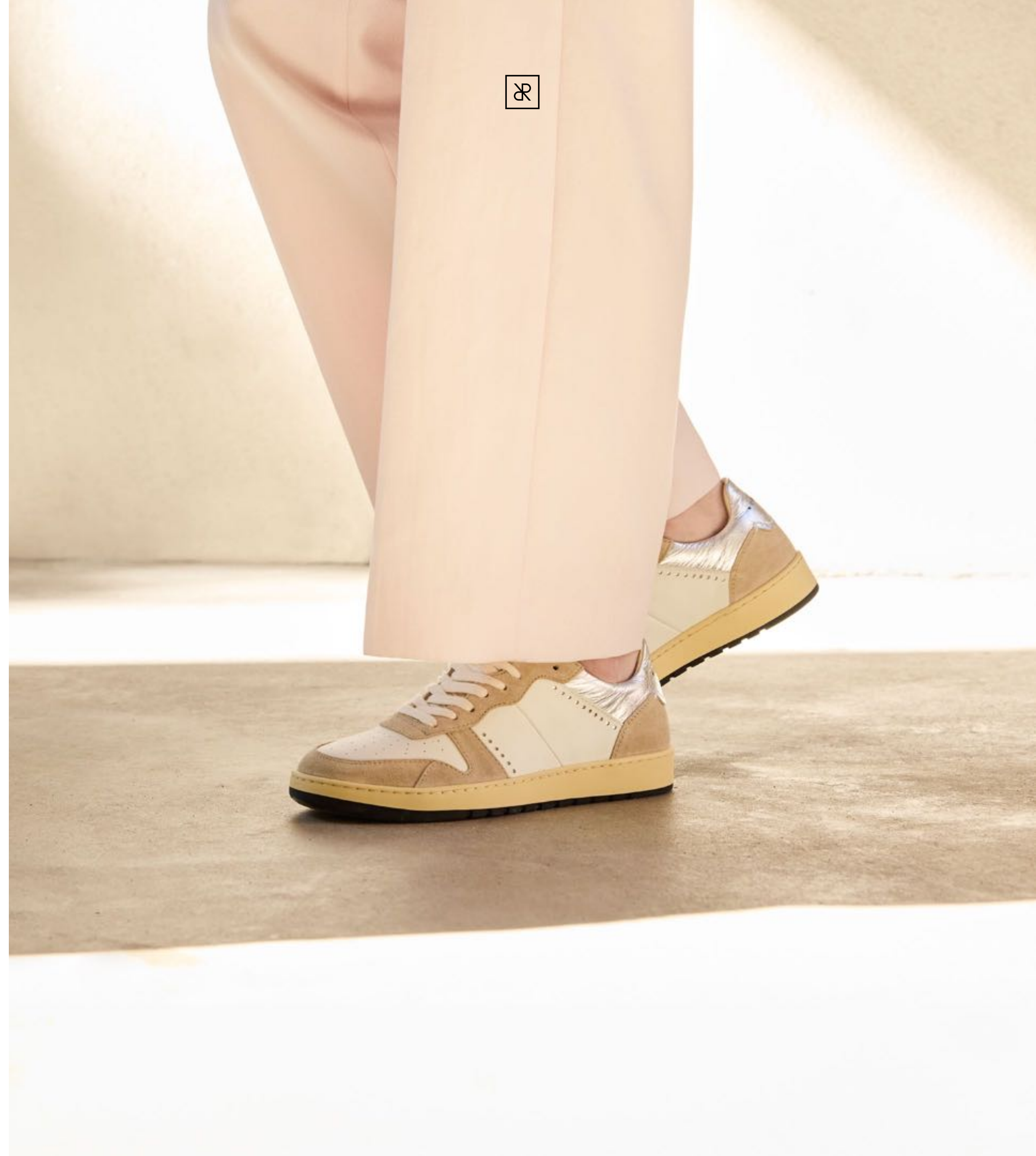
Metallic details

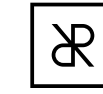


EVA D COLLECTION



EVA D WHITE SILVER HE10





EVA D WHITE RED HE10



EVA D WHITE GREEN HE09



EVA D WHITE CL01





## KIM WOMEN

High-end hiker. Inspired by trail running shoes. KIM blends the grip, cushioning and comfort of sports-utility trainers with an upper that is beautifully crafted and luxurious. Reliable, practical, sporty and stylish, KIM is made for exploration: city or country.

These boots are made for walking.

*Inspired by trail running shoes*

*Performance sole, luxury upper*

*Rich details, including contrast heel tab*

*Fascinating finishes including metallics*

*Brogue and other RUBIROSA signature details*

*Unique RUBIROSA outsole*

*Perfect for roaming the city and the countryside*

## This Season

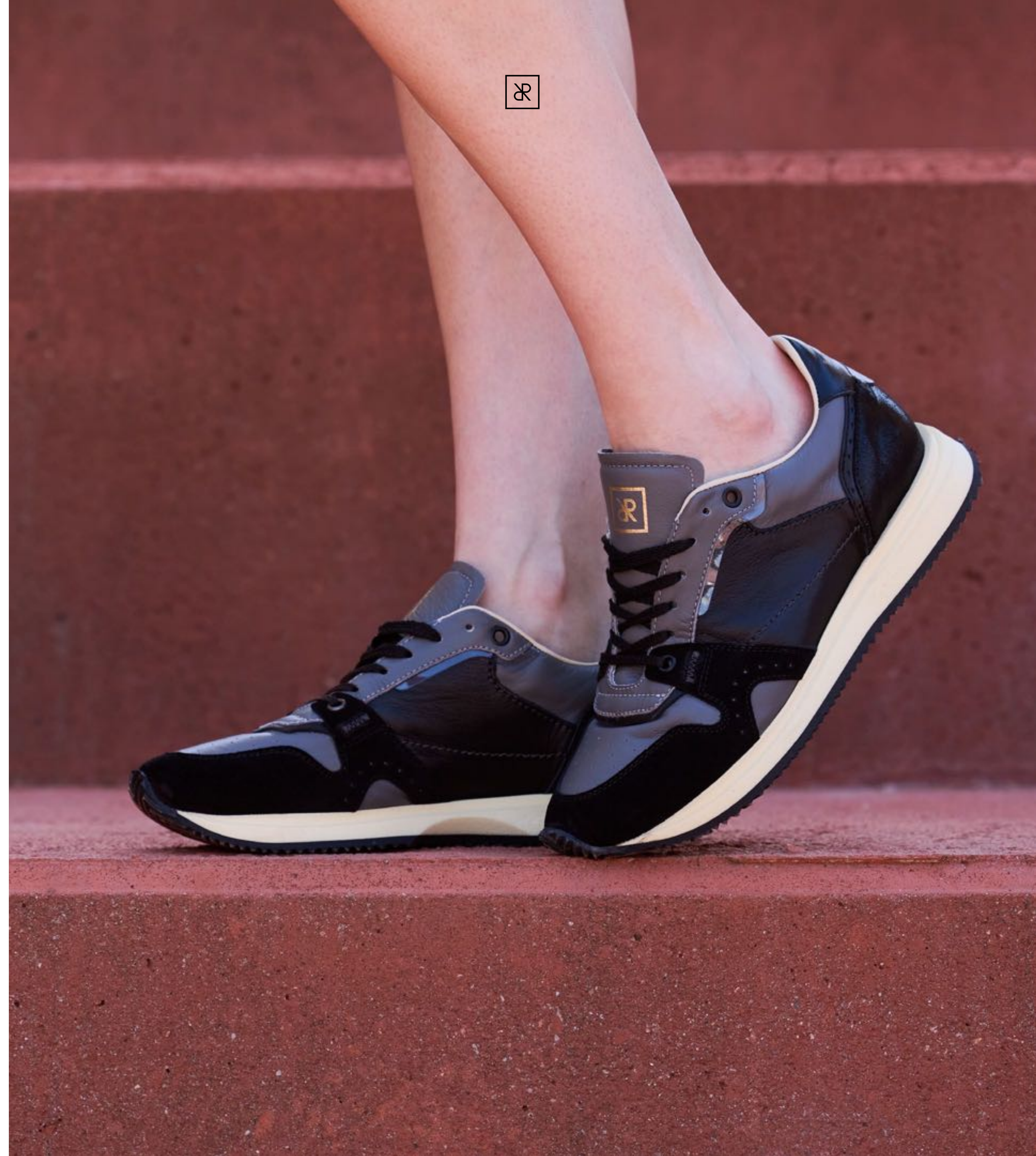
Tone on tone mixed leathers

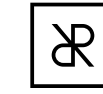
Metallic details

KIM D COLLECTION



KIM D BLACK HE10





KIM D LIGHT GREY HE10



KIM D PINK HE10

KIM D COLLECTION



KIM D WHITE HE10



KIM D WHITE GREEN HE10



KIM D WHITE BLUE 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.

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Fine shoes for pleasure and leisure

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