



EVERYBODY, NO MATTER WHERE  
THEY ARE, CAN LIVE ALOHA.  
ANYWHEREALOHA®

OluKai is a premium ocean lifestyle brand. OluKai creates footwear that combines durability for the waterman and waterwoman, ocean lifestyle, and a brand that has strong values and roots with style, comfort, and craftsmanship.

### Our brand tenants are:

- 'Ohana
- Quality
- Aloha

### Our Name

Our name is formed from two Hawaiian words: *Olu* "Comfort," *Kai* "Ocean"

### Our Logo

Our logo, the *Makau*, or bone hook, is the traditional Polynesian symbol worn for strength, good luck, and safe passage over water.

### THE WET SAND PRINCIPLE™

Design that follows nature – our comfort philosophy.

#### 1 THE TOE

Generous forefoot design allows toes to spread and move naturally.

#### 2 THE ARCH

Anatomical arch support provides comfort and support.

#### 3 THE HEEL

Heel cup provides stability and support, minimizing side-to-side movement.



### THE DETAILS

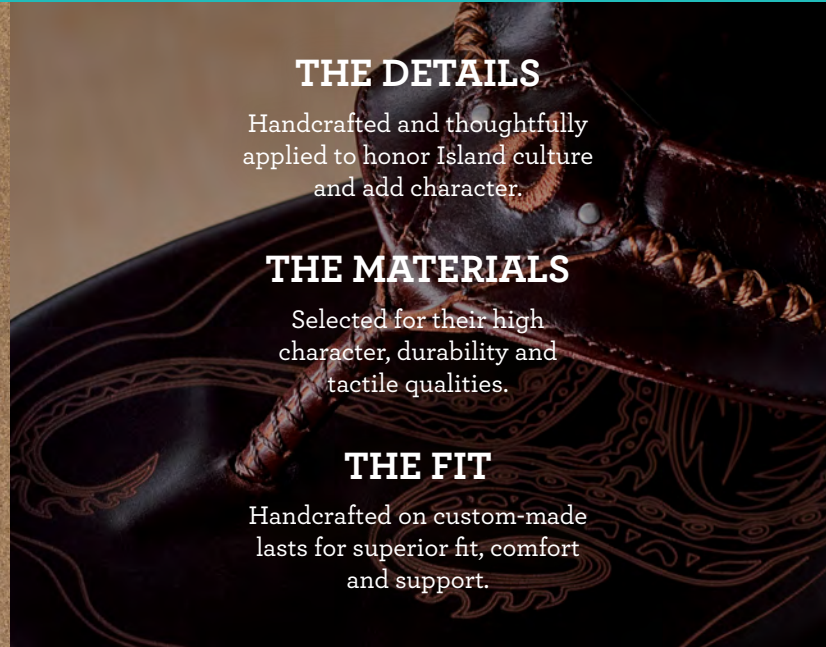
Handcrafted and thoughtfully applied to honor Island culture and add character.

### THE MATERIALS

Selected for their high character, durability and tactile qualities.

### THE FIT

Handcrafted on custom-made lasts for superior fit, comfort and support.



## CULTURAL PROGRAMS



### AMA OLUKAI FOUNDATION

A 501(c)(3) in the state of Hawai'i, Ama OluKai honors those who preserve and celebrate the cultural heritage and *Aloha* spirit of Hawai'i.



### HAWAIIAN LIFEGUARD ASSOCIATION

OluKai is the official footwear of the HLA. During the development, the 450 guards of the HLA performed rigorous R&D to make the best water performance products possible. HLA proceeds go to support junior guard programs on the Islands.



### POLYNESIAN VOYAGING SOCIETY

Hökule'a and Hikianalia, Polynesian voyaging canoes are sailing across Earth's oceans to grow the global movement toward a more sustainable world and sharing the message of *Mālama Honua*. The organization supports the spirit of exploration through educational experiences that inspire students and their communities to respect and care for themselves, one another, and their natural and cultural environments.

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Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

ENCOURAGE EVERYONE TO TRY ON A PAIR!