

Press release

New Kids “Easy On – Easy Off” Concept for SS24

- Enabling independence at the door

From zero to play in under two seconds? That was the goal of Viking Footwear’s new series of shoes that promises to put an end to footwear-related traffic jams for kids on their way out – or in – the door. Starting in SS24, three models will sport the so-called “Easy on – Easy Off” concept: Aery WP, Aero WP Boa, and Aero WP SL.

From juniors to those entering the “I can do it myself!” age, enabling them to put on their own footwear without frustration can be key to both preventing stressful transitions and increasing their sense of empowerment. That’s why most Viking kids and junior models already include pull hoops on both the tongue and heel as a matter of course, and these three models are no exception. These also include a protruding heel to facilitate easy kick-offs when taking them off. But what kids – and their caretakers – may appreciate most is the ease of entry thanks to the elongated heel collar, which allows the heel to smoothly slide into position.

Entry and exit aside, proper fastening can be yet another bottleneck in the get-out-the-door routine. All three models have an answer to this as well. The Aery WP, for example, is fitted with velcro fasteners that are intuitive even for the youngest wearers. Aero WP uses aptly named speed laces for the slightly older juniors. Finally, the Aero WP Boa features the precision BOA fit system, which offers quick and convenient entry and exit and convenient adjustments for the optimal fit.

All three models are additionally equipped with a waterproof membrane to keep feet comfortable and dry in moist weather and ground conditions. They also feature a thick, lightweight EVA midsole together with a rubber outsole to provide solid grip during activity.

When it’s time for kindergarten, school or play, there’s no time to waste. With its pull hoops, kick-off heel, elongated collar, and easy fasteners, Viking Footwear’s new “Easy on – Easy Off” concept does its part to help kids get out to explore the day.

Aery WP 2V



Lightweight breathability meets support and weather control in Aery WP, a sporty shoe that empowers your kid's feet with the comfort and protection they need. A soft, synthetic upper combines with a waterproof membrane to ensure foot comfort in wet weather, while a perforated removeable air-flow insole helps air circulate beneath the foot's sole. At the back, an easy-entry elongated heel collar combines with a pull loop for smooth entry and exit, while dual velcro fasteners make it simple to quickly find the perfect fit depending on the activity. Below, an ergonomic last designed for growing feet is complimented with a thick yet lightweight EVA midsole to provide excellent cushioning, and a rubber outsole will give their feet the grip they need wherever the day takes them.

Sizes: 22- 35

Colors: White/Black, Royal/Acid Green, Black/Charcoal, Lilac/Purple

RRP: 400 NOK,- 400 SEK,- 300 DKK,- 40 EUR,-

Aero WP BOA



Growing kids are looking for a shoe that can combine comfort and ease with style. Aerial WP BOA, a waterproof active sneaker featuring state of the art support and functionality, is designed just for them. The upper, for example, is made of a comfortable closed mesh featuring the precision BOA® fit system, which keeps feet in place with unmatched ease and precision. Below, a grippy rubber outsole complements a lightweight EVA midsole, while the back sports a

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reflective element for visibility in low light. All these features combine with trendy colourway designs to make Aerial WP BOA perfect for school, street and trail.

Sizes: 30-43

Colors: White/ Black, Black/Charcoal

RRP: 525 NOK,- 525 SEK ,- 390 DKK,- 52,50 EUR,-



Aero WP SL

Sporty, lightweight, and waterproof - Aero WP is a shoe that won't hold back. On the heel, an easy-entry elongated heel collar combines with a pull loop to make getting in and out simple, while speed laces make it easy to quickly find the perfect fit depending on the activity. On the inside, a waterproof membrane has been added keep feet comfortable in wet conditions, and a perforated removeable air-flow insole ensures fresh air keeps circulating to the feet during warmer weather or physical exertion. To dampen the impact from walking and jumping on hard surfaces, a thick EVA midsole provides excellent cushioning while helping to keep the sneaker extremely lightweight. Below, a rubber outsole offers solid grip, providing the traction you need during high-intensity activity and on any ground conditions.

Sizes: 30 - 43

Colors: Black/Grey, Aqua/Pink, Blue/ Navy, Light Pink/Dusty Pink

RRP: 425 NOK,- 425 SEK,- 320 DKK,- 42,50 EUR,-



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High-resolution images available for download at:

<http://www.brandmaster.no/>

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