

Fall Winter 2018
On Collection

THE ON STORY

A QUEST FOR THE PERFECT RUNNING SENSATION

With its revolutionary idea, the Swiss running shoe On has taken the global running scene with speed.

It's not just a love of running that former top athlete Olivier Bernhard and his friends David Allemann and Caspar Coppetti share. They're all also dedicated to developing a perfect product. And this is what has turned a revolutionary idea into a new running shoe that began by amazing the sporting scene and has since helped numerous top athletes to new personal bests at World Championship events.

After retiring from professional competition, three-time World Duathlon Champion and multiple Ironman winner Olivier Bernhard devoted himself to finding a running shoe that would give him the perfect running sensation. In doing so, he crossed paths with a like-minded Swiss engineer who had an idea for a new kind of running shoe. And it was this ideal symbiosis of running experience and engineering expertise that allowed this original idea to be steadily refined over the following years.

Dozens of prototypes were developed, but the basic concept – cushioned landing, firm take-off – remained paramount throughout. It was this unique running sensation that convinced Caspar Coppetti and David Allemann to come aboard too. Together with Bernhard, they formally established the On company in Zurich in January 2010 to develop a product range fully engineered in Switzerland using the latest technology.

After that, things started to move swiftly. In February, the prototypes won the ISPO BrandNew Award, one of the most important prizes for innovation in sports. Test runners were enthusiastic and spoke of running on clouds. In July 2010, the first running stores had the On on their shelves.

Today, 8 years later, On products are available at 4,000 speciality running stores in more than 50 countries and have won numerous international innovation and design awards. Headquartered in Zurich, Switzerland, On has local offices in the USA, Japan, Germany, Australia, China, and Brazil.



FROM LEFT TO RIGHT
CASPAR COPPETTI, OLIVIER BERNHARD AND DAVID ALLEMANN

ON'S TECHNOLOGY

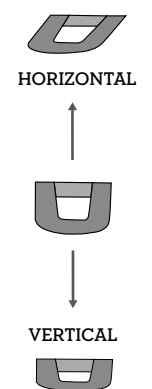
1. Soft landings, explosive take-offs

On is the first running shoe that provides cushioning only when you need it. So you can have the best of both worlds: cushioned landing, firm take-off.



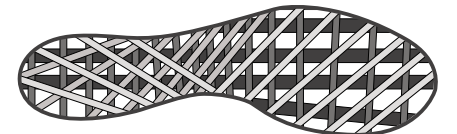
2. Vertical + horizontal impact absorption

On's patented CloudTec® system cushions cleverly, so when you hit the ground, the flexible “Cloud” elements cushion both vertical and horizontal forces and allow you to glide softly into your stride by responding to the individual movement of your foot. Upon landing, the “Clouds” lock firmly to provide a solid foundation for a powerful push-off.



3. Flexible Speedboard fosters efficient rolling gait cycle

The Speedboard which is integrated into the midsole helps the runner smoothly transition from heel to toe. Unleash the energy of your feet and maximize your performance.



BECAUSE YOU ARE UNIQUE, ON IS BREAKING THE NORM.

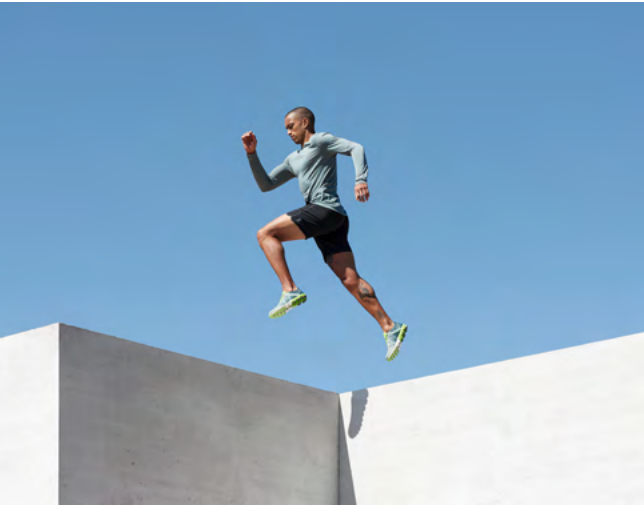
How many times have you been told to fit in, to adhere to the norm, to continue doing things the way they have been done in the past, to buy into the one best way? After half a century of running axioms that have failed to produce a significant drop in running injuries, On suggests simply running the way you are meant to run.

Forget about motion control, minimalism and maximalism, or the proper way to land or to lift for that matter. Instead, let your individual running personality shine. What feels best to you is best for you. Interestingly, this is also the conclusion of the latest biomechanical research¹.

ON CORE BELIEF 1

From focus on correction to focus on experience and comfort...

Running should be fun and not an exercise in self-control. Instead of correcting your movement, On lets you run the way you are meant to run. The result is unmatched comfort and a more enjoyable running experience. How does it work? On's patented CloudTec® cushioning cleverly takes the first heavy blow off the street and then lets you transition naturally to the forefoot, where the Cloud elements become firm for a stable stance and an explosive take-off. In other words: The On provides cushioning only when you need it and helps you delay fatigue, keep up your individual stride, and not give in to the street.



ON CORE BELIEF 2

From one best way to run to billions of ways to run...

On shoes do not passively control your running motion with a rigid sole. Instead, a whole team of Cloud elements at the sole of the On shoe actively reacts to your individual running motion. The elements in the team can act in unison or individually cushion your landing – however you need it. In fact, they have no predefined rolling line, but rather empower each runner to run the way he or she is meant to run. This means freedom for your feet, putting you back in control.



ON CORE BELIEF 3

From a look at the ankle to a look at the whole body...

Your running shoe should not stop you when landing, but rather transform your motion into forward momentum. We take a holistic look at the running movement of your whole body, not just your feet. This is why On puts the landing sweet spot toward the midfoot stance, naturally centered under your body. Upon landing, you are immediately ready for take-off – good running form in action.



ON CORE BELIEF 4

From a diagnosis for life to an evolution over time...

Running is a sport, not an illness. And as in other sports, you can train away your weakness to become a star performer. Flat feet and other deficiencies are not static but can be improved through training. Infants, for example, typically have flat feet and develop an arch through natural training in childhood. Neither is your individual running motion a diagnosis for life – it can evolve with training. On provides a range of footwear that adapts to your individual stage of running and supports your training to propel you to the next level. Start with the On Cloud, finish in the On Cloudflash.



¹ Nigg BM. (2001). The role of impact forces and foot pronation: A new paradigm. *Clinical Journal of Sports Medicine* 11 (1) 2-9.

Cloud

Say hello to the Cloud, say hello to your new go-to shoe. With our patented CloudTec® sole, speed-lacing and an even softer step-in, this latest incarnation will be one of the lightest, fully cushioned, all-day, every-day shoe your

feet have ever slid into. And with an updated outsole, it's also engineered to take on whatever underfoot terrain you or the city streets care to throw at it. Why? Because like you, it's Never. Not. On.

RUNNER PROFILE

Urban explorers on the move.

CATEGORY

Lightweight

HEEL-TOE OFFSET

6 mm | 0.23 in

MEN'S

SIZES

US M 7-14

WEIGHT

230 g | 8.1 oz

US M 8.5

WOMEN'S

SIZES

US W 5-11

WEIGHT

190 g | 6.7 oz

US W 7

UPPER

Breathable antimicrobial mesh provides the ideal foot climate.

No-sew taped reinforcements and toe cap provide the perfect fit.

SPEEDBOARD

A new Speedboard transforms energy into forward motion.

OUTSOLE

Zero-Gravity foam offers improved performance while also giving you an even greater experience of our signature CloudTec® cushioned landing.

Advanced abrasion pads ensure superior grip and longevity.



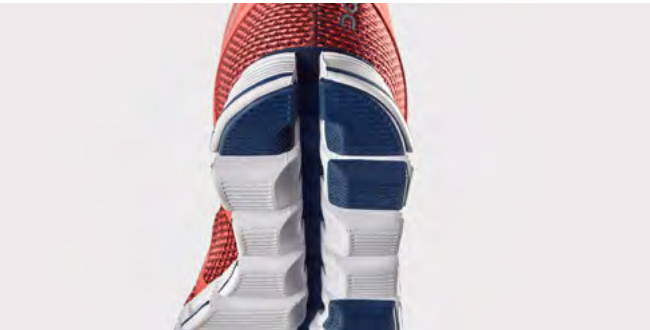
Black | Slate



Forget about lacing up. The Cloud features an easy-entry lacing system that adapts to your foot. But don't worry, if you're more of a traditionalist, you'll find we've put a set of conventional laces in the box too.



The new sockliner incorporates an innovative dual-density material for optimal support and comfort.



Our V-molded heel is designed to provide the snuggest of snug fit for your feet.



The new CloudTec® sole gives you an even smoother ride and performance, whether you're taking it on or off-road.

Cloud X

Welcome to zero gravity – engineering for those on a mission. The Cloud X is the result of what happens when you take the sole of the Cloud and remix it for athletes who don’t define themselves by any one sport, or any one type of workout. Soft landings. Explosive take-offs.

A knit-weave on top and a speed-heel-cap to keep your heel on lock. Make no mistake, this is the lightest fully cushioned running shoe the world, your gym, and your feet have ever seen. All you have to do is get out and mix it up.

RUNNER PROFILE
Runners who actively mix their workouts.

CATEGORY
Lightweight

HEEL-TOE OFFSET
6 mm | 0.23 in

MEN'S

SIZES
US M 7-14

WEIGHT
218 g | 7.7 oz
US M 8.5

WOMEN'S

SIZES
US W 5-11

WEIGHT
185 g | 6.5 oz
US W 7

UPPER
Elastic performance laces make for a fast step-in.

Reflective details ensure night visibility.

Functional engineered mesh and adaptive first layer sock ensure comfort no matter how you work out.

SPEEDBOARD
A new Speedboard transforms energy into forward motion.

OUTSOLE
Zero-Gravity foam offers improved performance while also giving you an even greater experience of our signature CloudTec® cushioned landing.

Advanced abrasion pads ensure superior grip and longevity.



Midnight | Cobalt



Performance upper built from engineered mesh provides support and breathability in all the right places.



Dual-density sockliner, seamless tongue and inner sock provide next-level foot comfort.



A new CloudTec® sole built from Zero-Gravity foam absorbs shock in all directions while promoting a firmer stance.



The lean heel cap with precision-molded cushion pads ensures your heel is always firmly in place.

Cloudflow

Take the shortcut to your runner’s high. Equipped with a latest generation CloudTec® sole, the all-new Cloudflow does not waste any time: ready, set, flow. From the very first step, a record-breaking 18 Clouds have one goal: to take you to your runner’s high. Experience incredibly soft landings and explosive take-offs. And forget about the Cloudflow’s shockingly light Zero-Gravity foam, adaptive engineered mesh, and responsive Speedboard. Because you will simply remember one thing: flow.

<p>RUNNER PROFILE Runners looking for a lightweight and very responsive performance shoe.</p> <p>CATEGORY Neutral</p> <p>HEEL-TOE OFFSET 6 mm 0.23 in</p>	<p>MEN'S</p> <p>SIZES US M 7-14</p> <p>WEIGHT 230 g 8.1 oz US M 8.5</p>	<p>WOMEN'S</p> <p>SIZES US W 5-11</p> <p>WEIGHT 190 g 6.7 oz US W 7</p>
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<p>UPPER The innovative mesh weave and adaptive first-layer sock ensure comfort.</p> <p>An antimicrobial treatment guarantees lasting freshness.</p>	<p>SPEEDBOARD The patented Speedboard encourages the natural rolling process and promotes an explosive take-off.</p> <p>Reinforcement in the forefoot makes the shoe even more responsive.</p>	<p>OUTSOLE Made of Zero-Gravity foam, the Clouds offer ultimate lightnesst.</p> <p>Advanced abrasion pads ensure superior grip.</p>
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Performance



18 Clouds independently cushion and propel precisely where you need it.



Adaptive engineered mesh blends breathability with support.



First-layer sockliner offers ultimate in-shoe comfort.



Speedboard with responsive flex and rocker promotes flow-motion.

Cloudflyer

Now shorter: long runs. For the first time cushioning and support come in an ultralight package. The Cloudflyer's patented CloudTec® system is engineered with Zero- Gravity foam, that means the shoe weighs in at less than 260 grams (> 9 ounces) making it one of the lightest models in the support category. It's ultralight, yet heavy in function. A wider surface area with 12 “Clouds” provides a stable stance for a safe ride and features intelligent cushioning: precisely

where and when you need it. Specifically designed “Clouds” in the rear-foot help avoid an inward rotation and allow for a stable, yet natural transition. A dual-density sockliner, plush tongue and V-molded padded heel cap all provide next-level foot comfort. Get ready for shockingly soft landings and explosive take-offs. With the Cloudflyer, On is taking on gravity and setting you free. Make light of long runs.

RUNNER PROFILE
Runners looking for a supremely cushioned shoe that retains a light and agile running feel. Fits wider feet.

CATEGORY
Stability

HEEL-TOE OFFSET
7mm | 0.28 in

MEN'S

SIZES
US M 7-14

WEIGHT
255 g | 8.9 oz
US M 8.5

WOMEN'S

SIZES
US W 5-11

WEIGHT
210 g | 7.4 oz
US W 7

- UPPER**
Stability tube in the mid-foot supports and adds comfort.
- Plush tongue provides comfort and even pressure distribution.
- Reflective details ensure night visibility.

- OUTSOLE**
CloudTec® sole built from Zero-Gravity foam provides supreme cushioning.
- Central channel and curved rocker of the sole allow for full foot flexibility along with a natural ride.
- Extended low-abrasion rubber pads at impact zones provide durability.

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Cushion & Support



Rust | Stone



Wider surface area and specially designed “Clouds” in the rear-foot help avoid an inward rotation and allow for a stable, yet natural transition.



V-molded heel cap provides a snug heel fit and supports the ankle during landing.



Dual-density sockliner provides next-level foot comfort.



Star lacing over a plush tongue supports long-distance running.

Cloudace

Introducing the ace up your runner’s sleeve. Superior cushioning doesn’t have to mean slow. That’s the genius of the new Cloudace: soft landings thanks to our Zero-Gravity heel Clouds, combined with a powerful push-off thanks to our rubber forefoot Clouds. Add to that our liquid-

injected Speedboard for forward propulsion, an external TPU molded heel counter for rear stability, a premium upper for sublime comfort, and what have you got? Ace running, mile after mile. Cloudace. Seriously Ace.

RUNNER PROFILE

For the most demanding runner who seeks full comfort, protection and speed.

CATEGORY

Cushion & Support

HEEL-TOE OFFSET

7mm | 0.28in

MEN'S

SIZES
US M 7-14

WEIGHT
335g | 11.8oz
US M 8.5

WOMEN'S

SIZES
US W 5-11

WEIGHT
267g | 9.4oz
US W 7

UPPER

No-sew tape ensures midfoot stability while evenly distributing pressure throughout the foot.

SPEEDBOARD

Extra-wide Speedboard stabilizes the foot throughout each phase of the run motion while also propelling push-off.

SOCKLINER

Ultra light dual-density sockliner made from high-resilient compression EVA and adaptive memory foam.

OUTSOLE

Ultrasoft landing zone.

Midfoot supported by a natural transition zone designed to evenly distribute pressure.

Trademark propulsion zone delivers a responsive push off.

Cushion & Support



Mist | Stone



Extreme heel comfort and protection thanks to Zero-Gravity cushioned Clouds, combined with our forefoot rubber landing zone that encourages an agile push off.



Extra-wide Speedboard stabilizes the foot throughout each phase of the rolling motion while also propelling push-off.



A technical mesh designed to both vent the forefoot and provide added stability where it's needed.



Super-soft, precision-molded 3D heel pads hold the rearfoot snugly in place, while maximum support is delivered via an external heel counter.

Trail Collection

The new Cloudventure series is made for trail runners on a mission. Lightweight. Fast. Engineered to handle anything the mountains can throw at you – whether you're going up or down. In fact, it's on the downhills where it really comes alive,

thanks to Missiongrip™: rubber grip studs that provide extreme grip on slippery surfaces, as well as great cushioning that absorbs the shock of flying downhill fast.

1. The Missiongrip™ outsole: next-level traction to master any mission.

The combination of an enhanced traction pattern and a specially selected grip-rubber compound keep you sure-footed whatever tricks the trail has in store.



FOREFOOT GRIP STUDS

The whole sole features an extruded triangular grip-pattern built from a newly developed “sticky” rubber to avoid slipping.



MIDFOOT GRIP STUDS

Midfoot grip elements secure your landing on raised ground, turning large stones or logs from obstacles into springboards.



SQUARE ELEMENTS

New square Cloud elements serve not only as unparalleled downhill cushioning, but also as teeth to bite into softer ground. Traction, and smiles, guaranteed.



TRACTION PATTERN

The “sticky” grip of the specially developed Missiongrip™ rubber is further enhanced by an improved traction pattern. Zig-zag channels combine with flatter details to prevent slipping on a variety of surfaces.

2. Light, comfortable two-layer upper supports a fast ascent.



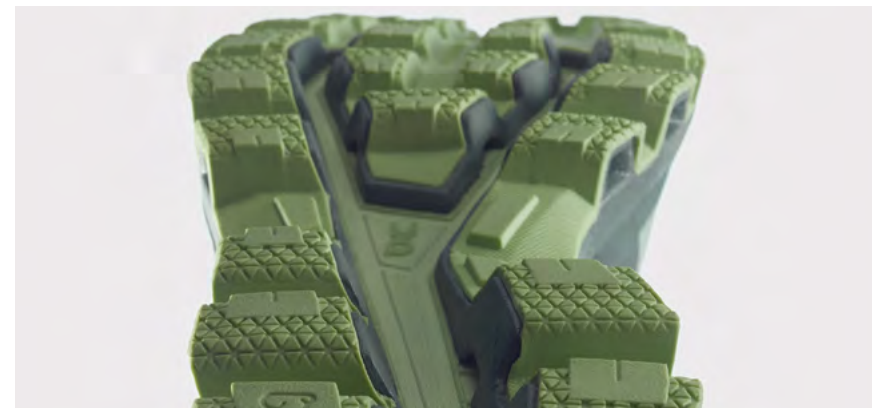
The Cloudventure family features a technical engineered two-layer mesh upper that provides optimal ventilation for cooling comfort even on tough climbs. While the inner layer offers comfort and support, the outer layer offers breathable, lightweight protection. In the case of the Cloudventure Waterproof, an advanced membrane in the upper offers full waterproof protection while retaining breathability. For the Cloudventure Midtop, the comfort of the inner layer is extended to the ankle for extra protection.

3. Superior shock absorption with added reinforcement



With the new Cloudventure series you can not only scale new heights, but really unleash on the descent as well. The revolutionary Missiongrip™ outsole sees On's Zero Gravity cushioning fused with the specially selected grip-rubber overlay. This new combination adds trail-level toughness to the unmistakable sensation of running on clouds, so you can truly own the downhill, again and again.

4. Specialized Speedboard keeps pace with the demands of the trail.



The new Cloudventure Speedboard is engineered specifically to drive you forward when running off-road. Narrower at the midfoot, and with added torsion ability, the Speedboard works with the natural motion of your foot for an improved feel as it rocks and rolls over uneven ground.

Cloudventure

For trail runners on a mission. Lightweight. Fast. Engineered to handle anything the mountains can throw at you – whether you’re going up or down. In fact, it’s on the downhills where it really comes alive, thanks to Missiongrip™:

rubber grip studs that provide extreme grip on slippery surfaces, as well as great cushioning that absorbs the shock of flying downhill fast. The On Cloudventure. Whatever your mission.

RUNNER PROFILE
Runners on a mission for a lightweight trail shoe that gives them clever downhill-cushioning and full protection.

CATEGORY
Neutral

HEEL-TOE OFFSET
6 mm | 0.23 in

MEN'S	WOMEN'S
<p>SIZES US M 7-14</p> <p>WEIGHT 300 g 10.6 oz US M 8.5</p>	<p>SIZES US W 5-11</p> <p>WEIGHT 245 g 8.6 oz US W 7</p>

UPPER
Comfort liner for embedded fit. Lightweight no-sew eyestay construction. Elastic tongue strap securely stores laces.

New precision heel fit ensures a secure feeling especially on the downhill.

SPEEDBOARD
Provides powerful take-off in complex terrain.

OUTSOLE
Missiongrip™ outsole combines extraordinary traction, excellent grip trail-level toughness.

Solid grip-rubber studs provide forefoot traction for a powerful push-off.

Square Cloud elements offer enhanced grip.

Varied traction pattern provides grip even on smooth surfaces.

Durable, high-grip rubber compound fused over Zero-Gravity foam brings off-road grip and durability to the unique cushioning sensation of CloudTec®.



The technical engineered mesh upper provides optimal ventilation for cooling comfort even on tough climbs.



The new Missiongrip™ outsole gives you next-level traction to master any mission. Its specially selected "sticky" rubber compound further supports a sure-footed feel even on smooth surfaces. Grip studs and re-engineered square Cloud elements bite into the trail for a powerful push-off.



The revolutionary Missiongrip™ outsole fuses On's Zero Gravity cushioning with the specially selected grip-rubber overlay. This new combination adds trail-level toughness to the unmistakable sensation of running on clouds, so you can truly own the downhill, again and again.



The new Cloudventure Speedboard is engineered specifically for the demands of the trail. Narrower at the midfoot, and with added torsion ability, the Speedboard works with the natural motion of your foot for an improved feel as it rocks and rolls over uneven ground.

Cloudventure Midtop

RUNNER PROFILE
Runners looking for a lightweight trail shoe with extra support

CATEGORY
Cushion & Support

HEEL-TOE OFFSET
6 mm | 0.23 in

MEN'S

SIZES
US M 7-14

WEIGHT
340 g | 11.9 oz
US M 8.5

WOMEN'S

SIZES
US W 5-11

WEIGHT
275 g | 9.7 oz
US W 7

UPPER
Robust rubber toe cap ensuring frontal impact protection.

Inner layer sock extends up the ankle for extra hold and protection.

Durable lace loops for improved hold around the top of the foot.

Heel strap for easy and fast access.

Comfort liner for embedded fit.

Antimicrobial sock liner.

SPEEDBOARD
Provides powerful take-off in complex terrain.

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Trail



Pine | Stone



Highly comfortable inner layer of the upper extends up to the ankle to protect your feet.



Lace-loops ease the flow of lacing for wide opening and progressive closing.

Cloudventure Peak

RUNNER PROFILE
Runners looking for a lightweight trail competition shoe with downhill cushioning

CATEGORY
Neutral

HEEL-TOE OFFSET
6mm | 0.23in

MEN'S

SIZES
US M 7-14

WEIGHT
260g | 9.2oz
US M 8.5

WOMEN'S

SIZES
US W 5-11

WEIGHT
210g | 7.4 oz
US W 7

UPPER
Invisible taped reinforcement in the upper material for ideal fit and secure hold.

SPEEDBOARD
Patented Speedboard for an explosive take-off in every ascent and protection for the foot on uneven terrain.

OUTSOLE
4 levels of grip for traction on any running surface.

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Trail



Flame | Shadow



Ultralight ripstop upper with protective heel and toe caps.



Flexible outsole with protection plate and CloudTec® downhill cushioning.