

*Happiness is a journey  
that starts when you are a baby.*

Chicco Physiological Shoes.

Shoes Collection Spring Summer 2011.


0  
m+

5  
m+

9  
m+

12  
m+





## Chicco Physiological Shoes. To start the journey on the right foot.

The first years of a child's life are important for motor development and the foot plays a fundamental role. The shoe must fit the size of the child's foot, it must be light and comfortable and also leave the child freedom to move thanks to rounded shapes, flexible soles and, above all, it must provide proper stimulation to the sole of the foot. In order to create shoes that offer the best possible conditions for the development of little feet, the Chicco Observatory, that studies children's growth "on the field", works together with medical scientific institutions to get from them information and validation. In particular, the cooperation with the University of Pavia has made it possible to study what characteristics a shoe must have to facilitate the natural development of the child's feet\* during the various phases of growth.



\* Ergonomic research carried out  
by the University of Pavia.



# Chicco Physiological inner sole.

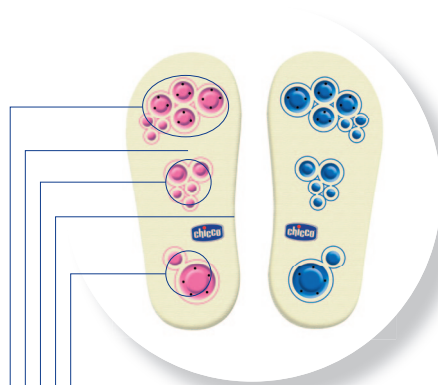
## On the lips of all mothers, on the feet of all children.

As everybody knows, until the third or the fourth year of age, children have flat feet. Normal walking provides enough stimulation to the foot muscles leading to the development of the arch of the foot.

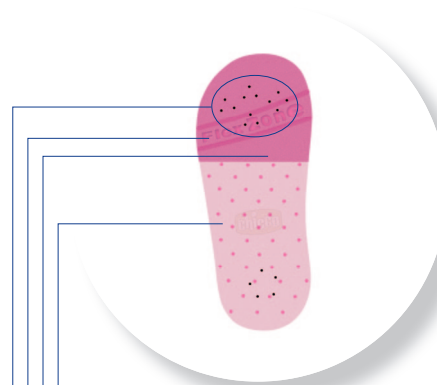
It is very important for children to walk on uneven surfaces in order to stimulate the soles of their feet.

For this reason Chicco Physiological Shoes have got a new Physiological insole which, thanks to its patented design, constantly stimulates the soles of the feet thus helping the correct development of feet muscles.

The exclusive Chicco Physiological Insole is available in two versions: "high" and "low", depending on the different thickness, it is extremely flexible and light and follows the natural bending of the foot.



- Stimulating, ventilated area
- Natural leather insole
- Foot sole stimulating area
- Hollow that accommodates the heel
- Shock absorbing area



- Ventilation holes next to the areas of greater perspiration
- Exclusive Flexzone: follows the natural bending of the foot
- Low density material for greater comfort
- High density material for greater stability



## How your child's feet grow, step by step.

The most fundamental development of a child is learning to walk. In order to accompany your child in the best way on this conquest, Chicco designed and created the Physiological Shoes, which have different characteristics according to the age of the child and the requirements of his feet.

All Chicco Physiological Shoes stand out for their lightness: a light shoe prevents muscle fatigue and help children gain confidence in their own motor skills.



For further information, log onto  
<http://scarpine.chicco.com/>

## Freedom



During the first months of life feet are an important sense organ, in fact, until the age of 8-9 months feet are even more sensitive than hands.

This is why children should walk barefoot, but of course the feet need to be protected from cold and being bumped.

Therefore feet should be covered with slip-proof socks or very soft shoes with more rounded shape and adequate room for the toes, in order to leave the foot free to move.



# Freedom



During this phase feet start to develop motor activities allowing them to improve foot muscle tone and sensitivity. The increase in motor activities makes it necessary to use precautions which safeguard the baby without limiting its freedom.

# Flexibility



At about 9 months the child starts to crawl, an important phase for the formation of the cervical lordosis (curvature of the neck), for gaining motor coordination and for exploring the surrounding environment. What characterizes Chicco Shoes during this phase is the presence of a sole with different thickness, which is at the same time flexible, reactive and slip-proof. The front part bends easily even if just simply pressed with the hand. In addition, the sole has been designed with special cuts and folds at the right points to follow the natural, physiological flexion of the foot. Finally the height of the shoe, front and back, is designed to guarantee the best positioning of the foot.

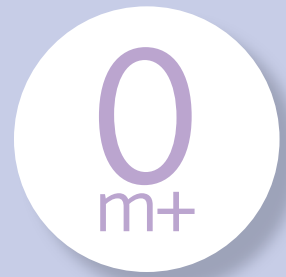
# Stimulation



The first year of a child's life is very important for the correct development of the feet. At 12 months the child usually starts walking and the feet get the first plantar stimuli while trying to take the first steps. Chicco Physiological Shoes are provided with a Physiological Insole which constantly stimulates the sole of the feet all day long thus reinforcing muscles, consolidating balance and forming the arches of the feet.







Freedom  
for feet which  
are always  
protected.









The ideal shoe for a new born baby must not only protect the feet against the cold and bumping, but also ensure utmost freedom of movement. For this reason, it must be made of a soft material and have an easy-to-slip-on opening.



NICOLE  
45402



NICOLE  
45402



NIKO  
45401



NEONATO  
43402



NARCISO  
45406



NICCA  
45407



NORMA  
45403



NADA  
45405

Chicco models  
from size 15 to 19





NOCCIOLINO  
45411



NOCCIOLINO  
45411



NESPOLA  
45410



NITA  
45419



NORCIA  
45413



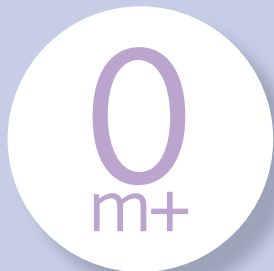
NINNOLO  
45416



NALA  
45414



NUMAR  
43442



## Chicco Mini Sport

This Sport line is devoted to the babies who dream of growing up with joy and fun.

Soft and comfortable shoes, designed to protect their feet starting from the first months.





Chicco Models  
from size 15 to 19



5  
m+

Freedom  
for a foot that  
is beginning  
to move.









The shoe must leave the feet free to explore the world. In fact, during this period, the soles of a child's feet have greater surface sensitivity than the hand and it is important that they are protected from impacts.







5  
m+



DESIGN  
45429



DAIANA  
45433



DONATELLA  
45432

Chicco Models  
from size 17 to 20





DIGGY  
45431



DIGGY  
45431



DELTA  
45430



DESIGN  
45429







9  
m+

Flexibility  
to start crawling.



During this phase, the shoe should have a light, soft sole that is particularly flexible so that the foot is free to move. Moreover, it must have a rounded, reinforced tip suitable for crawling.







9  
m+



GOLF  
41426



GOOD  
45443



GRECA  
45446



GLENDA  
45449



GIULIANO  
41450



GOCCIA  
45466



GIULY  
45453



GINO  
45450

Chicco Models  
from size 18 to 23



GHOST  
45495



GIARRE  
45497



GILA  
45461



GABBIANELLA  
45464



GALASSIA  
45474



GAD  
45473



GENDALINA  
45494



GIAVA  
45483







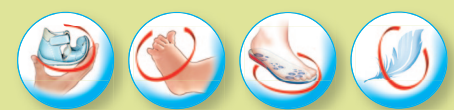


9  
m+

## Chicco Mini Jogging

Tradition and new trends are combined in the new Chicco Mini Jogging shoes. These shoes are comfortable, flexible and urban, really perfect for crawling in any moment of the day.

Chicco Models  
from size 18 to 23







## How to keep shoes always as good as new.

Some recommendations for Mummy and Daddy on how to clean Chicco Shoes in the best way possible and keep them in good condition.

### **Leather shoes**

- Remove dust and mud with a brush daily.
- From time to time apply a neutral or coloured shoe polish.

### **Patent leather shoes**

- Do not use polish, just a damp cloth to remove dust to bring back the luster of the upper.

### **Suede shoes**

- They are easier to take care of than you might think.
- They can be cleaned with a moist cloth and some Marseille soap.
- For the stains use a very fine sheet of sand paper, a metal brush or a small eraser.

### **Canvas shoes**

- It is better to avoid putting them in the washing machine.
- Shoes should never be totally immersed in water because it dissolves the glue between the sole and the upper.
- Also in this case, it is better to scrub them with a moist cloth and Marseille soap.

## How to dry shoes just washed or wet from rain or perspiration.

- Never place them near a direct heat source because they wrinkle and lose flexibility.
- It is best to leave them outside until they are completely dry, avoiding direct sunlight, which would cause them to fade.
- It is always a good idea to stuff them with some newspaper: this will absorb moisture and help the shoe to keep its shape.

Shoe maintenance

# Notes for Mummy and Daddy

Chicco shoes is available from the finest  
specialized stores and from Chicco stores.  
Find your nearest store at

[www.chicco.com](http://www.chicco.com)

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