



SHU DA


Women's Autumn Winter Lookbook 2021/22

Who are we?

Shu Da Living is a lifestyle brand, specialising in footwear that combines home and outdoor living. Shu Da products have been designed and manufactured with comfort and longevity in mind taking into consideration our effect on the planet and its future.

The brand was created in 2019 by a team of footwear experts who already run an established private label company supplying some of the UK's largest fashion retailers. Confident in design and sourcing, the team had a passion to create a brand that put comfort, design and sustainability at the forefront of its products, combining the team's industry knowledge and expertise.

We guarantee our products are so comfortable you won't want to take them off!

A watercolor illustration of a forest on a hill. The trees are in shades of green and yellow, and the hill is a soft pinkish-red. The style is soft and artistic.

SERIOUS ABOUT SUSTAINABILITY

Our mission is to sell slippers that are 100% sustainable by 2023. As part of this journey, we are pleased to launch our limited edition AW21 range.

Already, our products use recycled polyester as part of the uppers and the outsoles are made from recycled thermo plastic rubber. Most of our main range also utilises 100% recycled polyester fur for the linings, meaning between 4 and 6 bottles have been re-purposed to make the super-soft fluffy linings in every pair! We even have traceability, right back to the source. As a brand, we continue working to develop our manufacturing methods and materials to ensure every collection we create is more sustainable than the last.

We are sure you will appreciate the ethical credentials of our slippers, but most of all we want you to love the luxury and comfort.





Helena Rose Pink RRP £32



Helena Cream RRP £32



Helena Grey Marl RRP £32



Helena Black RRP £32



Helena Grey Knit RRP £32



Helena Powder Pink RRP £32

Classic Mule Slippers

For lovers of stylish simplicity our 'Helena' mule with its button / elastic feature, contoured footbed and 100% recycled polyester faux fur sock and lining is an instant classic.

The Helena Rose is one of Helena's most sustainable styles yet, featuring a 100% recycled faux fur upper, lining and sock, as well as a 30% recycled rubber sole.

Sliders and Open-Toe Slippers

Don't like hot feet? Then why not try our luxury Agatha open toe mules. Give your toes a little bit of extra wiggle room and don't forget to enjoy the contoured footbed.
Available in Pink and Black.

The vegan Katie slipper features a crossover slider design with a soft mould footbed for ultimate comfort. The easy slip-on design makes these sliders perfect for lounging round the house or wearing outdoors.
Available in Charcoal and Oat.



Katie Charcoal RRP £32



Katie Oat RRP £32



Agatha Black RRP £29.50



Agatha Pink RRP £29.50



Isobel Charcoal RRP £34



Closed-Back Slippers

The Isobel closed-back slippers all feature a 100% recycled faux fur lining. The closed-back design offers support to keep the slipper securely on the foot.

The Isobel Cream and Pink is one of Shu Da's most sustainable slippers yet, made with a 100% recycled faux fur upper, 100% recycled faux fur sock and lining, and a 30% recycled rubber sole.

Clog Mules

The Laura is designed in a clog mule style, featuring a 100% recycled polyester faux fur sock and lining with a felt upper. The sole is designed to be supportive and hardwearing; perfect for indoor/outdoor wear. The soles are also made from 30% recycled rubber.

Vegan product. Available in grey and mink.



Laura Grey RRP £42



Laura Mink RRP £42





Jenny Navy RRP £39



Jenny Grey Knit £39



Jenny Pink RRP £39



Slipper Boots

Made with premium textile fabrics, the Jenny Boot's special construction means it will always feel stable in wear. Along with the 100% recycled faux fur sock and lining and contoured footbed it is the perfect style to wear all day long.

Available in Navy, Pink and Grey.