



On Collection

South Africa 2022



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

THE ON STORY

THE DIFFERENCE IS DESIGN

It wasn't just a love of running that brought former pro athlete Olivier Bernhard and his friends David Allemann and Caspar Coppetti together.

The three On founders share a dedication to developing the perfect product.

It was this passion for designing a new sensation that turned a bold idea into a prototype shoe that felt, and performed, like nothing else.

On was officially founded in January 2010. In February, On won the ISPO BrandNew Award – one of the most important innovation awards in sport.

By July 2010, the first On shoes were hitting shelves. Word got out. Athletes that stepped into the shoe were stepping onto podiums. On was soon the fastest-growing running brand on the planet.

Doubters (and there were many) became advocates when they stepped into the shoe.

The patented CloudTec® technology delivers a unique sensation: a soft landing followed by an explosive take-off. It is, as the first testers put it, like “running on clouds.”

The dedication to design extended from the outsole to the upper and the aesthetic of the shoe. On fans started asking “why can't I wear my favorite running shoe all day?” On's answer? You can.

On shoes and apparel blend performance, comfort and style for a look and feel that effortlessly crosses the blurred boundaries between work, play and sport.

For the urban explorers, frequent travelers and the creative class, On offers Swiss engineered items that deliver premium performance with the look to match.



ON's TECHNOLOGY

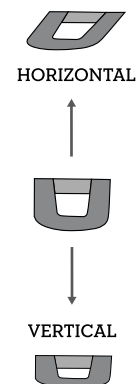
1. Soft landings, explosive take-offs

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.



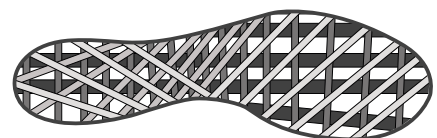
2. Vertical + horizontal impact absorption

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 gives you the most comfort, is best for you. Interestingly, this is also the conclusion of the latest biomechanical research.

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: 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 Cloudstratus.



Cloud 5 Fuse

Morning-to-night comfort. Light-to-dark gradient. The Cloud Fuse blends monochrome shades and a marble-effect rubber for color-pop style from all angles. Soft landings are guaranteed with

CloudTec® cushioning for both impact protection and responsiveness – all day. Swiss-engineered technology and fresh colors join forces for a perfect fusion of comfort and wearability.

BEST FOR: All-day, Urban Exploration and Travel.

CATEGORY: Lightweight

HEEL-TOE OFFSET: 8 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 250 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 203 g / UK 4.5

UPPER

The main upper material and lining are 100% recycled. As are the toe counter, vamp and quarter.

SPEEDBOARD

A uniquely-crafted Speedboard® releases energy to fire you forward step after step.

MIDSOLE

We increased the midsole height and closed the underfoot channel at the forefoot for more stability and cushioning.

SUSTAINABILITY

Over 92% of the polyester content, and over 44% of the entire shoe, is from recycled materials.



Frost | Alloy



Monochrome Upper: A monochrome upper features a gradient effect for a fresh look and a marble-effect rubber sole means the details keep working even when you've got your feet up.



Soft landings with CloudTec®: Say hello to lightweight performance for your everyday. CloudTec® technology cushions both horizontally and vertically for a noticeably soft landing tailored to each wearer.



Speed-Lacing System: A lacing system with super-stretch power acts like a bungee cord, stretching so you can easily step-in, then locking to hold you securely in place.



Step into Comfort: Interior cushioning in a blend of soft-touch fabrics hugs your foot for a supportive, comfortable step-in feel that you notice from your first step.

Cloud Push

When you're pushing the limits of what can be achieved in a day, you need support. Zero-Gravity CloudTec® technology gives you cushioning comfort all day, and the tighter upper – unique to the Cloud Push – gives you extra

stability as you hit the streets on your everyday missions. Plus, layered mesh fabric on the tongue and an athletic-look upper offers sporty style.

BEST FOR: All-day, Urban Exploration and Travel.

CATEGORY: Lightweight
HEEL-TOE OFFSET: 8 mm

UPPER

A tighter upper engineered from more than 98% recycled fabric offers an extra-snug fit.

SPEEDBOARD

Uniquely adapted for the Cloud Push, the Speedboard® adds more power to your forward motion.

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 243 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

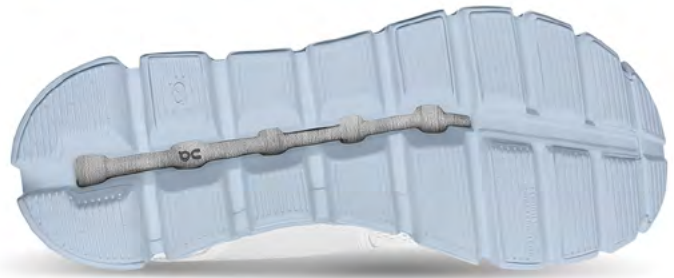
WEIGHT: 198 g / UK 4.5

MIDSOLE

Increased midsole height and a closed-channel forefoot mean more cushioning and stability underfoot.

SUSTAINABILITY

Over 98% of the polyester content, and over 44% of the entire shoe, is from recycled materials.



White | Chambray



Tighter Athletic Upper: An athletic upper arrives in a tighter fit for added security and an extra snug step-in feel.



Layered Mesh Tongue: A layered mesh fabric on the tongue offers optimum air circulation. The unique elastic function works in a net structure to provide plenty of stretch and breathability.



Signature CloudTec®: Cloud elements are Swiss-engineered to deliver a soft landing followed by an explosive take-off. The result? A light, responsive sensation that goes as long as you do. All day. Everyday.



Speed-lacing System: Laces packed with stretch-power flex to allow your foot slip in quickly, then rebound back in place to hold you securely. Fast to pull-on so you waste no time.



Cloudeasy

Less parts = less impact. Easy. We halved our standard number of parts to make a shoe that feels (and looks) good enough for all-day everyday performance, using just 15 pieces. The

half Speedboard® saves on waste and uses tech adapted from our running shoes to give you a responsive ride, while the full knit 100% recycled upper is ultralight and comfortable.

BEST FOR: Performance All-day, plus the Occasional Run.

CATEGORY: Lightweight
HEEL-TOE OFFSET: 10 mm

MEN
SIZES: UK 6.5 - 13.5
WEIGHT: 254 g / UK 7.5

WOMEN
SIZES: UK 3 - UK 9
WEIGHT: 215 g / UK 4.5

UPPER
100% recycled Polyester knit

SPEEDBOARD
100% TPU (Thermoplastic Polyurethane)

MIDSOLE
Outsole: Grip rubber compound with enhanced traction pattern.
Midsole: Zero Gravity Foam

SUSTAINABILITY
About 40% of the polyester content, and over 12% of the entire shoe, is from recycled materials.



White | Black



You want to feel good about your choices. And you don't want to compromise on comfort or style. Enter, the Cloudeasy. Sustainable, all-day performance.



In your everyday life, you're not thinking about explosive take-offs or pro-level energy return. So we took the best bits of performance tech, and put them in an all-day shoe that everyone can enjoy.



The full-knit upper is made from 100% recycled Polyester, so there's zero waste in the construction. With no synthetic dyes either. And, by using only 15 parts, we've minimised our carbon footprint.



Using know-how from running performance tech, the Cloudeasy features 3 clouds for all-day cushioning with a minimal look, and a half Speedboard® for an all-day ride you won't want to take off.

Cloudnova Form

When you're pushing the limits of what can be achieved in a day, you need support. Zero-Gravity CloudTec® technology gives you cushioning comfort all day, and the tighter upper – unique to the Cloud Push – gives you extra

stability as you hit the streets on your everyday missions. Plus, layered mesh fabric on the tongue and an athletic-look upper offers sporty style.

BEST FOR: All-day, Urban Exploration and Travel.

CATEGORY: Lightweight
HEEL-TOE OFFSET: 8 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 316.3 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 214 g / UK 4.5

UPPER

The lightweight upper mesh is made from 100% recycled polyester and has a perforated microfiber tongue made from synthetic suede.

SPEEDBOARD

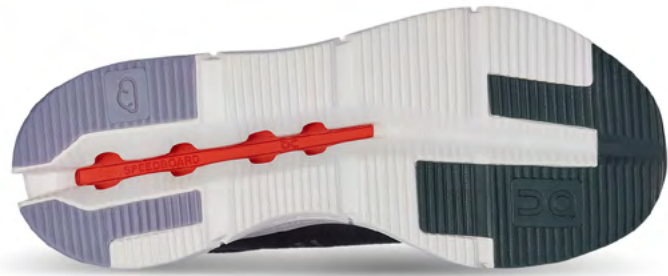
Features the same Polypropylene Speedboard® as the original Cloudnova for added comfort and kick.

MIDSOLE

Features the Cloudnova's trademark connected CloudTec® outsole and rubber reinforcements for traction.

SUSTAINABILITY

100% recycled upper (polyester)
66% total recycled polyester
30% overall recycled content.



Black | Flame



NovaTec Outsole: The signature feature of the Cloudnova family improves ride and better absorbs landings as the wider outsole distributes pressure from foot strikes. Unbeatable comfort. All day, everyday.



Wear and Pair: The low-cut silhouette with paired back details make this Cloudnova model easy to wear and pair for almost any occasion. Works in the office and on the streets.



Weightless Comfort: Inspired by our range of performance running shoes, the comfort-focused upper adds breathable durability without any extra weight to hold you back. Let your spirit and your style soar.



Go into Detail: From the signature heel webbing and technical stitching to the clean design lines, perforated microfiber tongue and 100% recycled polyester upper, it's the details that set the Cloudnova Form apart.

R. THE ROGER

Centre Court

Centre Court. An icon of tradition and sporting achievement. When we set out to reinvent the tennis shoe sneaker, there was only one place to start. With the help of the man named champion there more times than any other, we got to work.

Tradition and technology, carefully balanced through Swiss precision. Introducing THE ROGER Centre Court. Effortless style meets CloudTec® comfort. Your new winning combination.

BEST FOR: Everyday wear, urban exploration, travel.

CATEGORY: Performance All Day

HEEL-TOE OFFSET: 6 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 282 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 257 g / UK 4.5

UPPER

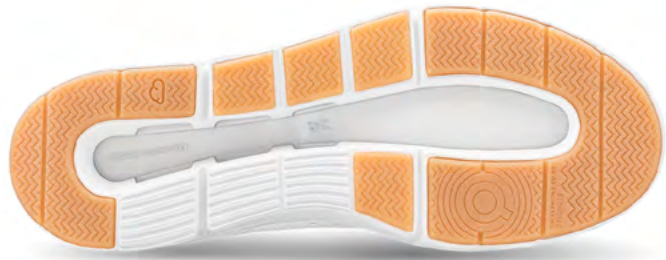
Vegan leather with retro stitching. Suede patch detail on tongue. Comfort inner-sock construction. Sockliner features hidden message.

SPEEDBOARD

Tailored Speedboard® for smooth rolling motion.

OUTSOLE

Concealed CloudTec® technology for nonstop comfort. Herringbone grip pattern for traction.



White | Gum



A Future Classic: The classic tennis shoe silhouette evolves with the high-performance comfort of CloudTec®. Concealed Cloud elements deliver our renowned responsive comfort in every step.



Vegan Leather Upper: Added stitch lines give a retro aesthetic to the next-generation comfort of the vegan leather upper and the Swiss engineered inner-sock construction.



Agile Sensation: Visible beneath the shoe, the shoe's signature Speedboard® brings elite-level energy return technology to the all-day shoe inspired by one of the world's greatest athletes.



Distraction-free Wear: The sockliner adds comfort and serves as a reminder you're stepping into a shoe Swiss-engineered with a world-class athlete.



Advantage

Like the man himself, THE ROGER Advantage effortlessly combines technical quality with polished style. Swiss-engineering provides constant comfort, while the Swiss-maestro

himself provides the understated design. With a soft-touch vegan leather upper, mesh tongue and concealed in the CloudTec® outsole, it's advantage you – all day, every day.

BEST FOR: Everyday wear, urban exploration, travel.

CATEGORY: Performance All Day

HEEL-TOE OFFSET: 6 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 285 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 260 g / UK 4.5

UPPER

Vegan Leather, layered for texture. Suede patch detail on tongue. Comfort inner-sock construction.

SPEEDBOARD

Tailored Speedboard® for smooth rolling motion.

OUTSOLE

Concealed CloudTec® technology for nonstop comfort. Herringbone grip pattern for traction.

RECYCLED CONTENT

Total rPES of the shoe: 65-70%. Total recycled content of whole shoe: 15-20%



White | Midnight



A Future Classic: The classic tennis shoe silhouette evolves with the high-performance comfort of CloudTec®. Concealed Cloud elements deliver our renowned responsive comfort every step.



Vegan Leather Upper: Added stitch lines give a retro aesthetic to the next-generation comfort of the vegan leather upper and the Swiss engineered inner-sock construction.



Agile Sensation: Visible beneath the shoe, the shoe's signature Speedboard® brings elite-level energy return technology to the all-day shoe inspired by one of the world's greatest athletes.



Distraction-free Wear: The sockliner adds comfort and serves as a reminder you're stepping into a shoe Swiss-engineered with a world-class athlete.

Clubhouse

Just because you step out of the arena doesn't mean your game should drop. THE ROGER Clubhouse delivers high-performance comfort with effortless sneaker style, long after the last point is played or the last mile is run. Fresh. Bold.

This is the classic tennis silhouette in vegan leather elevated with next-generation tech. This is the shoe you wear to keep winning long after the game is done.

BEST FOR: Everyday wear, urban exploration, travel.

CATEGORY: Performance All Day

HEEL-TOE OFFSET: 6 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 295 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 270 g / UK 4.5

UPPER

Vegan leather, layered for texture. Suede patch detail on tongue. Comfort inner-sock construction.

SPEEDBOARD

Tailored Speedboard® for smooth rolling motion.

OUTSOLE

Concealed CloudTec® technology for nonstop comfort. Herringbone grip pattern on outsole for traction.

RECYCLED CONTENT

Total rPES of the shoe: 30-35%. Total recycled content of whole shoe: 5-10%



Black | White



Textured Upper: There's a lot of layers to this shoe. From the performance tech hidden inside to the structure of the vegan leather upper. It's a tailored nod to the robust styling of the traditional tennis silhouette.



Meticulous Detail: Roger focuses on every detail of his game and demanded we do the same with the shoe that bears his name. The embossed vegan leather tongue detail is a case in point.



Sneaker Style, Street-Ready: Timeless design meets next-generation cushioning for all-day performance. Concealed CloudTec® technology means maximum comfort whether you're working the room in the clubhouse or on your way to work in the city.



Moves You Forward: This is a shoe for people who have places to be. Just like in our elite-level running shoes, the Speedboard® hidden in the midsole loads with energy each step before propelling you forward.

Cloudaway

Made light. Made comfortable. Made durable so nowhere is off limits. Made using sustainable materials to protect the environments it's engineered to explore. Made for adventurers who crave new landscapes, new cultures,

new experiences. It's for watching the sun set over a rocky valley and waking up before dawn to watch it rise again over a new city. The Cloudaway.

BEST FOR: A enthusiastic explorer, travel, everyday street.

CATEGORY: Performance All Day

HEEL-TOE OFFSET: 8 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 280 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 233 g / UK 4.5

UPPER

Lightweight durable mesh upper with recycled content. 80% of polyester used is recycled.

SPEEDBOARD

A tailored Speedboard® for smooth rolling motion.

OUTSOLE

3D rubber tread with 10% recycled content. Closed midsole for stone-catching prevention.

RECYCLED CONTENT

Total rPES of the shoe: 80-85%, Total recycled content of whole shoe: 25-30%



Ink | White



Ultralight Upper: A lightweight mesh upper engineered with more than 90% recycled content is tough, durable and ready for outdoor adventure. A soft step-in with a 100% recycled lining works with our signature CloudTec® to provide all-day comfort.



Slips on, Ties Tight: We took inspiration from our signature speed-lacing system and re-engineered it for a unique look that nods to an outdoor aesthetic. Step into the slip-on design and the single-toggle elasticated laces lock you in quickly for a secure snug fit.



Unique Sidewall Details: Moccasin stitching locks together the mesh upper and vegan suede mudguard, fusing traditional footwear techniques with high-performance engineering. A wave-like sidewall adds durability and protection in a mountain landscape silhouette.



Conscious Footprint: A unique 3D map of the Engadine Valley – home of On – is embossed on the sole. Engineered from 10% recycled rubber, this tread is made to leave a unique footprint, and a sustainable one.



Cloudrunner

As runners, we know getting out there can be hard. So we made the Cloudrunner soft. Yet also supportive. With instant comfort so awesome that just stepping in makes you want to head out. And a light, cushioned ride that encourages

you to keep running. In fact, every element is Swiss-engineered to remove discomfort as a reason not to run. With the Cloudrunner, there's no stopping you.

BEST FOR: Road Running, Daily Runs, Long Runs and New Runners,

CATEGORY: Performance

HEEL-TOE OFFSET: 9 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 300 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 250 g / UK 4.5

UPPER

Engineered mesh with targeted support.

SPEEDBOARD

Speedboard® made wider for stability, returns energy for agile feel.

MIDSOLE

Zero-Gravity foam.

OUTSOLE

Rubber grip pattern for traction on the road.

RECYCLED CONTENT

Over 90% of the polyester content, and over 30% of the entire shoe, is from recycled materials.



Aloe | Frost



Brace for No Impact: The Cloudrunner takes the impact out of asphalt with CloudTec® cushioning in ultralight Zero-Gravity foam. Absorbing both vertical and horizontal forces every strike, the streets never felt so soft.



Feel Supported: Run more, go further and keep your feet in the comfort zone with the Cloudrunner. A wider bottom unit and a cradle-shaped construction support you at (literally) every step of your running journey.



Breathable Upper: The engineered mesh upper of the Cloudrunner is made for supportive comfort that also lets your feet breathe. Soft to the touch and ventilating, this is comfort made for the long run.



Step into Comfort: What's better than foamunderfoot? Foam right around your foot. The cradle and cushioning of the bottom unit are enhanced by the foamaround the collar in the soft-touch tongue.

Cloudflow

When you develop a shoe with elite athletes you never stop making improvements. Meet the all-new Cloudflow. Now in its third generation and faster than ever. Featuring a fast-firing Speedboard® and Helion™ superfoam for

responsive power and soft landings. Engineered for high speeds and maximum comfort whether you're crushing a 5K or a marathon. The all-new Cloudflow. The shortcut to runner's high.

BEST FOR: Fast training, road running, racing, 5K to marathon.

CATEGORY: Performance

HEEL-TOE OFFSET: 6 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 238 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 198 g / UK 4.5

UPPER

70% of the polyester content, and 20% of the entire shoe, is from recycled materials.

OUTSOLE

Grip rubber compound with enhanced traction pattern.

MIDSOLE

Helion™ superfoam.

SPEEDBOARD

Made from polypropylene and shaped for speed.



Black | Tumeric



No-compromise Cushioning: The Cloudflow makes elite-level technology accessible to any runner intent on going faster. The ultralight Helion™ superfoam combines a fast, responsive feeling with fully cushioned road protection.



Forward-thinking Upper: The re-engineered upper not only creates a more streamlined look, but seamless comfort and speed. And with the race against climate change in mind, 70% of the polyester used is recycled.



Re-engineered Heel Hold: The heel cap fit is now even more precise, for a reassuringly secure fit even as you take sharp corners. Ideal for intervals around the block or flying around tight city streets at a marathon major.



Next-level Grip: The CloudTec® outsole evolves for better hold on the road. The Cloudflow gets the same geometry, grip rubber and traction pattern as our elite marathon shoe, the Cloudboom. Time to kick asphalt.

Cloudswift

Own any urban run with the all-new Cloudswift. Whether you're crushing your commute or pushing the pace on a lunch break, running on hard surfaces never felt easier. Larger Cloud elements in Helion™superfoam deliver street-

ready cushioning with zero compromise. The sensation? Soft but still responsive. The ride? Smoother than ever, with a re-engineered Speedboard® and more supportive side panels. The next-generation Cloudswift. Helion Your Run.

BEST FOR: Urban runners who like to keep their shoes light and swift yet have superior cushioning and road protection.

CATEGORY: Performance

HEEL-TOE OFFSET: 7 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 282 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 220 g / UK 4.5

UPPER

100% recycled engineered mesh for lightweight breathability. Sock construction for easy step-in and supreme comfort. Supportive quarter cage offers improved hold and security.

SPEEDBOARD

100% polypropylene. Support natural rolling motion of foot.

OUTSOLE

Strategically placed new rubber grip traction pads. Rubber Cloud elements. Rocker shape optimizes rolling motion for even more propulsive power. Improved forefoot cushioning.

RECYCLED CONTENT

100% recycled engineered mesh.



All White



No-compromise Cushioning: More Helion™ superfoam, more cushioning. Even on the harshest surfaces. Re-positioned CloudTec® technology offers increased forefoot cushioning and enlarged Clouds to the rear dampen hefty heel strikes.



Recycled Upper: The 100% recycled engineered mesh upper works with the lining, laces and supportive quarter cage for improved hold all over the shoe throughout your run.



Hold on Hard Surfaces: Strategically-placed pads made from a new rubber grip compound offer increased traction. Repositioned Clouds and an improved rocker bottom unit improve the rolling motion of the foot for a smooth, seamless run.



Non-stop Comfort: Integrating the tongue into the upper means a high-comfort sock-like construction, allowing for an effortless step-in sensation and a tight hold throughout your run.



Cloud X

Stability. Versatility. Maneuverability. The Cloud X is Swiss Engineered to crush any and every movement-based workout. Refined to the specifications of multi-functional athletes, it punches well above its ultralight weight, Cutting edge technological innovations and a

Helion™ superfoam injection means the second-generation Cloud X improves on all the strengths of its predecessor, and is even more durable. This powerhouse never backs down from a challenge, and is at home on the track, street or in the gym. Leave limits behind.

BEST FOR: Runners who actively mix their workouts.

CATEGORY: Lightweight
HEEL-TOE OFFSET: 6 mm

MEN
SIZES: UK 6.5 - 13.5
WEIGHT: 240 g / UK 7.5

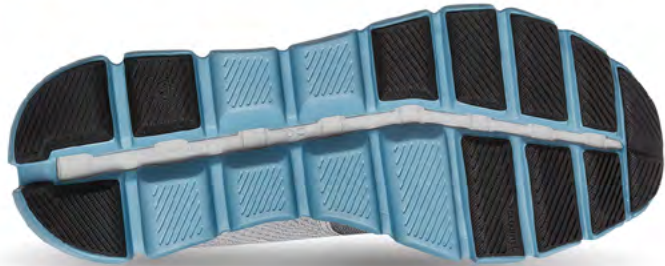
WOMEN
SIZES: UK 3 - UK 9
WEIGHT: 200 g / UK 4.5

UPPER
Engineered Mesh in a function focused pattern.

SPEEDBOARD
Fast-firing Speedboard® supports explosive movements.

MIDSOLE
Helion™ superfoam for comfort, resilience and rebound.

OUTSOLE
Traction pattern provides hold on hard surfaces.



Alloy | Niagara



Helion™ Enriched: The thicker, wider bottom unit ensures stability, security and support – whatever your workout. Larger CloudTec® elements in the outsole are reinforced with Helion™ Superfoam for cushioning without compromise in a shoe that’s constantly responsive.



Increased Protection: Sidewalls extend up from the outsole on the medial and lateral sides to lock feet in place during dynamic side-to-side movements. The new heel cap features molded cushion pads for a discreet look with a supreme hold.



Soft and Strong: Flexible but tough in all the right places, the engineered mesh upper features a function focused weave pattern for increased durability and padding. Using materials of the highest quality and lowest weight, breathability is assured.



Seamless Comfort: For breathability and an irritation-free fit, the Cloud X tongue is integrated into the upper of the shoe. The no-sew design and sock layer lining ensures an inch-perfect fit for any activity that gets you fit.



Cloudflyer

No matter your next running goal, it's time to soar to new heights. The Cloudflyer 4 gives you supreme cushioning and premium comfort – including our plushiest ever tongue. With bigger, dual-density CloudTec®, and more high-quality

recycled materials than ever before, you'll feel supported as you take your running to a whole new level.

It's time to run beyond almost.

BEST FOR: Fast training, 10K, Half-marathon, Marathon, Recovery runs, Tempo Runs, Road running, Interval training, Short runs, Long runs, Everyday training.

CATEGORY: Performance Running

HEEL-TOE OFFSET: 11 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 300 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 257 g / UK 4.5

UPPER

Re-engineered mesh for breathability, support, and durability. Made from 80-85% recycled polyester.

SPEEDBOARD

Our unique Speedboard®: crafted in high-quality polypropylene, engineered for next-level speed.

MID / OUTSOLE

Helion™ superfoam for highly responsive cushioning. Zero gravity foam for superior grip and durability.

RECYCLED CONTENT

Total rPES of the shoe: 80-85%, Total recycled content of whole shoe: 25-30%

Vamp: 100% recycled polyester Vamp, collar lining: 100% recycled polyester Lace: 100% recycled polyester No-sew upper: 30% recycled TPU Sockliner: 100% recycled PU



Metal | Lapis



A truly incredible step-in experience, plus premium comfort even at long distances. The highest quality materials, thicker laces, and our plushest ever tongue combine for a next-level experience.



Ready for a truly elevated experienced? Bigger, dual-density CloudTec®, zero gravity foam in the heel, and Helion™ superfoam in the forefoot all combine for soft landings and explosive take offs.



You need support to aim higher than you've ever been. A wider platform, a new molded sock-liner, and an external heel counter keep your foot as secure as it gets – no matter what the distance.



Sustainability protects the world we love to run in. So we've upped our game: this shoe contains 90-95% recycled polyester, with a total recycled content of 35-40%. And we'll never stop improving.



Cloudstratus

Dare to double your run in the all-new Cloudstratus. The first On model to feature connected CloudTec® layers, it's designed for runners who demand supreme cushioning. Now with a totally re-engineered midsole, experience

comfort coupled with just the right amount of support to go the distance. Plus, the redefined inner sock construction means you can step in with ease. Think maximum cushioning, maximum performance.

BEST FOR: Road running, 5k to marathon.

CATEGORY: Cushion & Support

HEEL-TOE OFFSET: 8 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 305 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 248 g / UK 4.5

UPPER

75% of the polyester content, and 20% of the entire shoe, is from recycled materials.

SPEEDBOARD

Made from polypropylene, designed to drive you forward.

OUTSOLE

Rubber grip compound for traction on the road.

MIDSOLE

Helion™superfoam.

RECYCLED CONTENT

75% of the polyester content, and 20% of the entire shoe.



Fossil | Midnight



Doubling Up on Cushioning: The Cloudstratus is designed for any distance. Now with a totally re-engineered bottom unit, this On model features double CloudTec® layers for next level cushioning on the road.



Enduring Energy Return: The more energy you have, the further you can go. For cushioning that's big on energy return, durability and road protection, we added our signature Helion™ superfoam to the midsole.



Recycled Materials: 75% of the polyester used is recycled, making the Cloudstratus forward thinking in more ways than one. It's durable yet dynamic and topped off with a star-lacing system that wraps the foot.



Updated Fit: The wider forefoot and improved heel hold mean a customized fit and feel. Ideal for all types of runners, the redefined inner sock construction offers step-in comfort that'll take you twice as far.

Cloudmonster

Fresh from the lab comes our weirdest creation yet. Say hello to the Cloudmonster with more CloudTec®, more cushioning, and more monster of a ride. Featuring our biggest Clouds ever, it's Helion™ engineering combines with our

signature Speedboard® for explosive take offs, and a radical forefoot rocker that makes you want to keep rolling along even on your longer runs.

BEST FOR: Road running, Long runs, Recovery runs and Everyday running

CATEGORY: Cushion & Support

HEEL-TOE OFFSET: 6 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 275 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 230 g / UK 4.5

UPPER

Soft-touch comfort fabric, made using recycled polyester.

SPEEDBOARD

Made from polypropylene, engineered for truly explosive take-offs.

MIDSOLE

Helion™ superfoam.

OUTSOLE

Grip rubber compound for traction on asphalt.

RECYCLED CONTENT

Over 80% of the polyester content, and over 30% of the entire shoe, is from recycled materials.



Frost | Surf



Max CloudTec®: Running never felt like this. With our largest Cloud elements ever, this is running on Clouds with the volume turned up. Super soft landings meet maximum rebound for a sensation you won't believe.



Playful Ride: More CloudTec® than ever meets an explosive Speedboard® and a radical rocker shape. The result? Big energy return for an explosive feeling. Prepare for take-off.



Helion™superfoam: A monster of a sensation meets big performance. Light, durable, temperature resistant and big on energy return, Helion™superfoam brings no-nonsense cushioning to this shoe's playful sensation.



Instant Fun: The step-in of the Cloudmonster makes running pretty much irresistible. The soft sockliner and upper turn recycled materials into next-gen comfort so you're ready to run wild.



Cloudvista - Waterproof

Lightweight, agile and cushioned, the Cloudvista Waterproof is the key to unlocking outdoor adventures, in any weather. And with CloudTec®, Helion™ superfoam and Missiongrip™, it's ready

for hard-packed trails, forest 5Ks, lakeside loops and park pathways. Take the road less traveled Better yet, leave it behind completely.

BEST FOR: Short to mid distances in moderate off road conditions. Rain or shine.

CATEGORY: Trail Running

HEEL-TOE OFFSET: 9 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 305 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 250 g / UK 4.5

UPPER

Lightweight recycled polyester mesh with TPU overlays.

SPEEDBOARD

Comfort-focused, Cloudultra-inspired polypropylene Speedboard with low abrasive textile on underside.

MID & OUTSOLE

Missiongrip™, Helion™ superfoam, connected CloudTec®

RECYCLED CONTENT

Total recycled polyester: 95%

Overall recycled content: 30%



Eclipse | Black



New updated MissionGrip™ outsole features squared lugs in the heel and forefoot, as well as multi-angled lugs in shank and toe areas. The result? Even better traction on varied terrain.



Our lightest waterproof shoe to hit the trails. The 20% recycled waterproof membrane combines with protective ripstop vamp mesh, to keep you protected from the elements, without adding bulk.



Reflective details on the eyestays enhance your visibility at night, keeping you safe and visible in low light. Don't let the dark stop your run.



Helion™ superfoam combines with CloudTec® for a balanced level of cushioning and a comfortable ride in moderate terrain.

Cloudwander - Waterproof

The Cloudwander Waterproof brings its own unique characteristics to the On hiking family. Agile, lightweight and versatile, it offers all-day cushioning and comfort, from trail hikes to walking the dog. An outdoor shoe that does it

all, the waterproof membrane and new improved Missiongrip™ rubber sole ensure sure-footed traction and weather protection on any surface, in any conditions.

BEST FOR: Hiking, Travel, All-day and Wet Weather.

CATEGORY: Hiking

HEEL-TOE OFFSET: 9 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 390 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 320 g / UK 4.5

UPPER

Made with nylon vamp mesh, TPU overlays and 95% recycled textiles.

SPEEDBOARD

Made from polypropylene and shaped for support.

MID & OUTSOLE

Midsole: High graded EVA

Outsole: New Missiongrip™ rubber

RECYCLED CONTENT

Total recycled polyester of upper: 90%

Overall recycled content: 25%



Midnight | Olive



Inspired by the comfort of the Cloud, the agility of the Cloudventure and the traction of the Cloudrock the Cloudwander Waterproof is your go-to shoe for all-day performance for any outdoor adventure.



Updated Missiongrip™ rubber provides sticky grip in dry and wet conditions, wherever you find yourself. Teamed with Cloudtec cushioning for an underfoot experience for all-day, anywhere.



A TPU toe cap protects your feet from impact, and the heel stabilizer keeps you stable and supported. Our 20% recycled waterproof membrane keeps your feet dry, whatever the weather has in store.



Inspired by trail running, the Cloudwander Waterproof features a closed midsole channel. This minimizes both the weight of the shoe, and the chance of debris becoming stuck. So you feel light and agile.

Cloudventure

The third-gen Cloudventure features our softest upper and strongest grip yet. Light in weight but heavy on performance, it thrives on technical trails where precision is key. Stay in control on steep climbs and flying

downhills. Helion™superfoam and an improved CloudTec® outsole mean more comfort and a better ride. The new Slingshot Speedboard® provides superior ground feedback and with Missiongrip™, you're always ready to let rip.

BEST FOR: Runners looking for a lightweight, short to middle distance trail running shoe that provides great ground feeling.

CATEGORY: Trail Running

HEEL-TOE OFFSET: 6 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 310 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 250 g / UK 4.5

UPPER

Lightweight protective upper. The lightweight, breathable but yet durable upper mesh ensures a better protection from the environment and provides a snug and long-lasting fit, combined with best clima comfort.

MIDSOLE

Injection Helion™superfoam.

SPEEDBOARD

Completely new forefoot shape created from athlete feedback and inspired by the split design Speedboard® of the Cloudventure Peak. Provides better feedback from the ground. Increases torsion ability and maintains forefoot flex. Lightweight construction.

Material: Polypropylene with low abrasive textile

OUTSOLE

Sockliner: Lightweight open PU foamwith EVA cup (32% recycled content)

Midsole: Injection Helion™ superfoam

Outsole: Missiongrip™ rubber

RECYCLED CONTENT

Total rPES of the shoe: 72%

Total recycled content of whole shoe: 15-20%



Flare | Mulberry



Helion™ superfoam: Helion™ superfoam meets an updated CloudTec® configuration for improved comfort and a sensational ride even on the steepest of climbs and fastest of downhill.



New Slingshot Speedboard®: Inspired by the Cloudventure Peak, the new Slingshot Speedboard® allows for better feedback from the ground and keeps the trademark On rolling motion.



Lightweight upper: The lightweight, breathable but yet durable upper mesh provides better protection with a comfortable, long-lasting fit. 80% of the polyester used is recycled.



Missiongrip™: The Missiongrip™ outsole offers improved grip on dry surfaces and soft, muddy terrain. The closed midsole channel boosts durability which means no stone catching.



Cloudultra

The dictionary defines 'ultra' as "going beyond limits." That's exactly what the Cloud Ultra is Swiss-engineered to do. Ultra-cushioned ultra-distances. Connected CloudTec® and a closed outsole channel lets you glide over rocky

trails or gravel paths in total comfort. The new FlipRelease tool makes relieving pressure from swollen feet on long runs as easy as flicking a switch. Switch on. Go ultra.

BEST FOR: Long Trail Runs, Off-Road Training, Ultra Distances, Hiking.

CATEGORY: Trail Running

HEEL-TOE OFFSET: 8 mm

MEN

SIZES: UK 6.5 - 13.5

WEIGHT: 295 g / UK 7.5

WOMEN

SIZES: UK 3 - UK 9

WEIGHT: 245 g / UK 4.5

UPPER

A durable and breathable perforated sandwich mesh upper. Reinforced with lightweight TPU. Adaptable sock-fit construction for superior comfort and a precise fit

SPEEDBOARD

Cloudventure-inspired Speedboard wider in the shank area for optimal support.

OUTSOLE

Missiongrip™.
Helion™ superfoam.
Connected Clouds.
Two-layers of CloudTec®.



Glacier | Frost



Double Cushioning: For the ultimate ultra-shoe, we've doubled up on Helion™ superfoam. Two layers of Clouds work in tandem to provide ultimate cushioning and long term comfort.

Switched-On Comfort: The all-new FlipRelease™ tool makes finding a more comfortable fit as easy as flicking a switch. Ideal for long distance running when feet can swell.



Soft but Tough: The two-layer sandwich mesh upper is durable and breathable. Along with the wrap-fit construction, perforated for superior climate-control, it fits like your favorite socks.

Platform for Performance: Connected Clouds keep stones out and are easy to clean. Missiongrip™ with three independent traction patterns let you master mixed terrain on and off the road.

