



UNDO®
FOR TOMORROW

FRESHNESS  100%





BEGINNING

RETAIL PRESENTATION

PRODUCT GUIDELINES

UN/DO FOR TOMORROW

Four years ago, we set out on a mission: to rethink casual sneakers, making them radically more comfortable through running-inspired technology and planet-friendly materials. It all started in 2021 when we opened a crowdfunding for the European market to validate our Nuven project. We sold **1500 pairs of shoes** in the first month and started production as the orders were coming in. Since then we expanded to the Brazilian market, where we also produce our sneakers, now in 2025 we are officially starting USA and Middle East. Our recycled party balloons outsole became our signature and identity as a brand. Now we are also expanding from casual to performance footwear as Gabriel Medina 3x Surf World Champ joined us to expand our line and reach.



UPCYCLE YOUR WORLD



WHY UNDO





SUSTAINABLE PHILOSOPHY

WE DON'T CLAIM TO BE PERFECT. WE CHOOSE TO BE RESPONSIBLE.

At **UNDO FOR TOMORROW**, we believe sustainability is not about perfection, it's about responsibility and transparency.

Our approach is to rethink waste and existing resources, transforming them into functional, durable footwear. Instead of relying on virgin materials, we prioritize recycled and bio-based alternatives and work with suppliers who follow recognized social and environmental standards.



We use materials free from animal-derived components, focusing on plant-based, synthetic, or recycled alternatives suitable for performance and everyday wear.



Rubber recovered from industrial leftovers of party balloon production, reprocessed and reintegrated into new rubber compounds for footwear components.



Rubber derived from end-of-life car tires, repurposed to extend material life and reduce waste sent to landfill or incineration



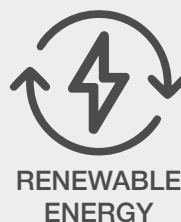
Rubber recovered from leftovers generated during the manufacturing. These materials are reprocessed and reintegrated into new rubber compounds, helping reduce industrial waste and extend the lifecycle of existing materials.



EVA partially derived from sugarcane, a renewable resource, helping reduce reliance on fossil-based raw materials.



Polyester made from recycled sources, such as post-consumer plastic bottles, helping reduce the demand for virgin fossil-based materials.



Our manufacturing partner operates with electricity sourced from renewable energy, primarily generated by hydroelectric power plants. This helps reduce reliance on fossil-based energy within the production process.



Cotton sourced from certified organic farming, grown without synthetic pesticides or fertilizers, offering a more responsible alternative to conventional cotton.





ETHOS

RETAIL PRESENTATION

PRODUCT GUIDELINES

UN/DO FOR TOMORROW

LIGHTNESS

Embrace life with a LIGHT, positive, and optimistic spirit—always ready to be surprised by the little things. Happiness is made up of small JOYS and those “WOW” moments we experience throughout the day.

This lightness of spirit shines through in the quality and weightlessness of our products.

COMFORT is the sum of many elements—softness, lightness, and a perfect fit. Our designs focus on delivering lasting comfort, so much so that when you get home at the end of the day, you almost forget to take your shoes off.



RETAIL PRESENTATION

PRODUCT GUIDELINES

UN/DO FOR TOMORROW

 PRESS



WGSN

“Today, we’re calling out Undo for Tomorrow’s Nuven sneakerthat is fully made with sustainable materials.”

Forbes

“Gabriel Medina invests in a sustainable sneaker company.”

VOGUE

Winner of Vogue Brazil Sustainable Fashion Award

Inc.

designboom®

“These shoe soles are made of discared party balloons...”

VegNews

“Shoe brand Undo for Tomorrow has launched its vegan sneakers, that feature a multicolored sole...”





FACTORY

Our shoes are produced in Quixeramobim, Ceará, Brazil, at an industrial facility spanning **65,000 square meters**, with the capacity to manufacture up to **10 million pairs** per year.

Manufacturing is carried out by an **experienced industrial partner** that also produces footwear for **internationally recognized performance and lifestyle brands**, following established social, environmental, and operational standards.

The facility operates with electricity sourced from **renewable energy** and follows a range of recognized frameworks and programs related to environmental management, chemical safety, traceability, and social responsibility, including ABVTEX, SLCP, HIGG, FEM, SMETA, ISCC, RCS (GRS), I-REC, and ZDHC.





THE PRODUCT

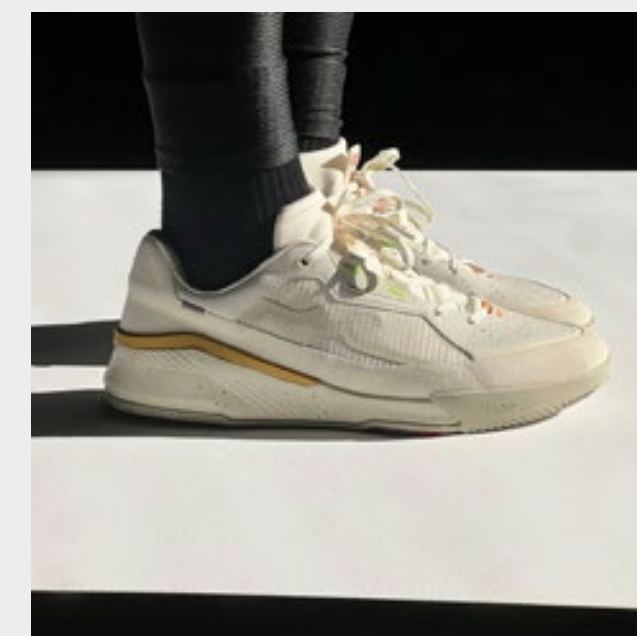
MADE IN PARTNERSHIP WITH 3X WORLD CHAMPION
GABRIEL MEDINA

JAGUAR

To keep pushing limits in the ocean, **GABRIEL MEDINA** pushes even harder on land. Created for explosive, multi-disciplinary training — from jumps and weightlifting to core and sprints — this shoe blends power, technique, and agility in every detail.

STABILITY - for lateral support / balance / confidence / grip. **CUSHIONING** - for propulsion / shock absorption. **AGILITY** - for fast, controlled movement and quick direction changes.

Made with premium microfiber, microfiber suede and a breathable yet strong mesh, it delivers high performance with a sharp lifestyle edge — built to train hard in the gym and look good everywhere.



RECYCLED
POLYESTER



RECYCLED
RUBBER



I'm
green
BIO-BASED EVA



RENEWABLE
ENERGY



VEGAN



THE PRODUCT

COLORWAYS

R\$550



JAGUAR Vanilla Rainbow



JAGUAR Bougainville



JAGUAR Dune



JAGUAR All Black





THE PRODUCT

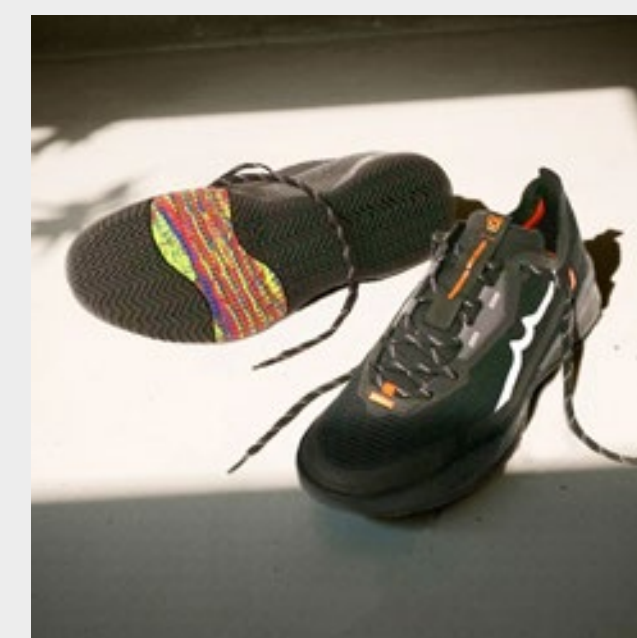
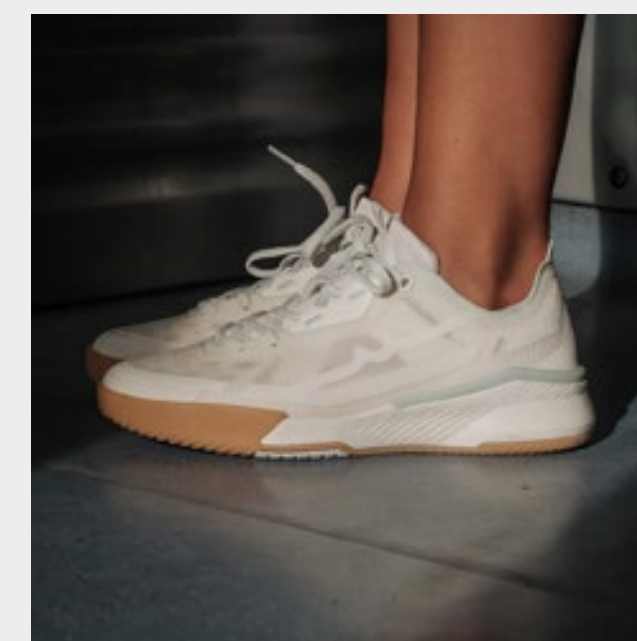
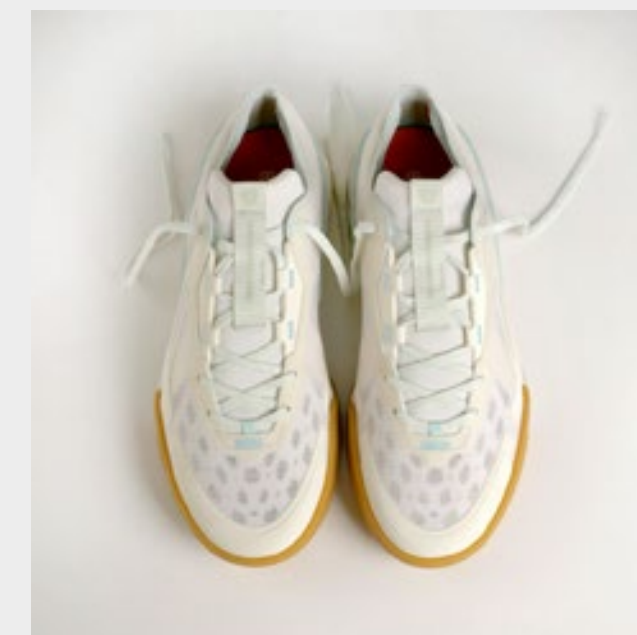
MADE IN PARTNERSHIP WITH 3X WORLD CHAMPION
GABRIEL MEDINA

JAGUAR SPORT

Engineered speed for Gabriel Medina. Built for the same intensity — in a lighter, more breathable package.

The **JAGUAR SPORT** edition offers a more stripped-back feel, featuring a streamlined mono mesh upper with internal reinforcements for stability and TPU overlays for durable structure.

It's designed to deliver the same level of power, control, and responsiveness as the **JAGUAR**, now tuned for sessions where lightness and airflow take the lead. More breathable. More agile. Just as focused.



RECYCLED
POLYESTER



RECYCLED
RUBBER



I'm
green
BIO-BASED EVA



RENEWABLE
ENERGY



VEGAN



THE PRODUCT

R\$ 662



JAGUAR SPORT Black Bird

COLORWAYS



JAGUAR SPORT Ice





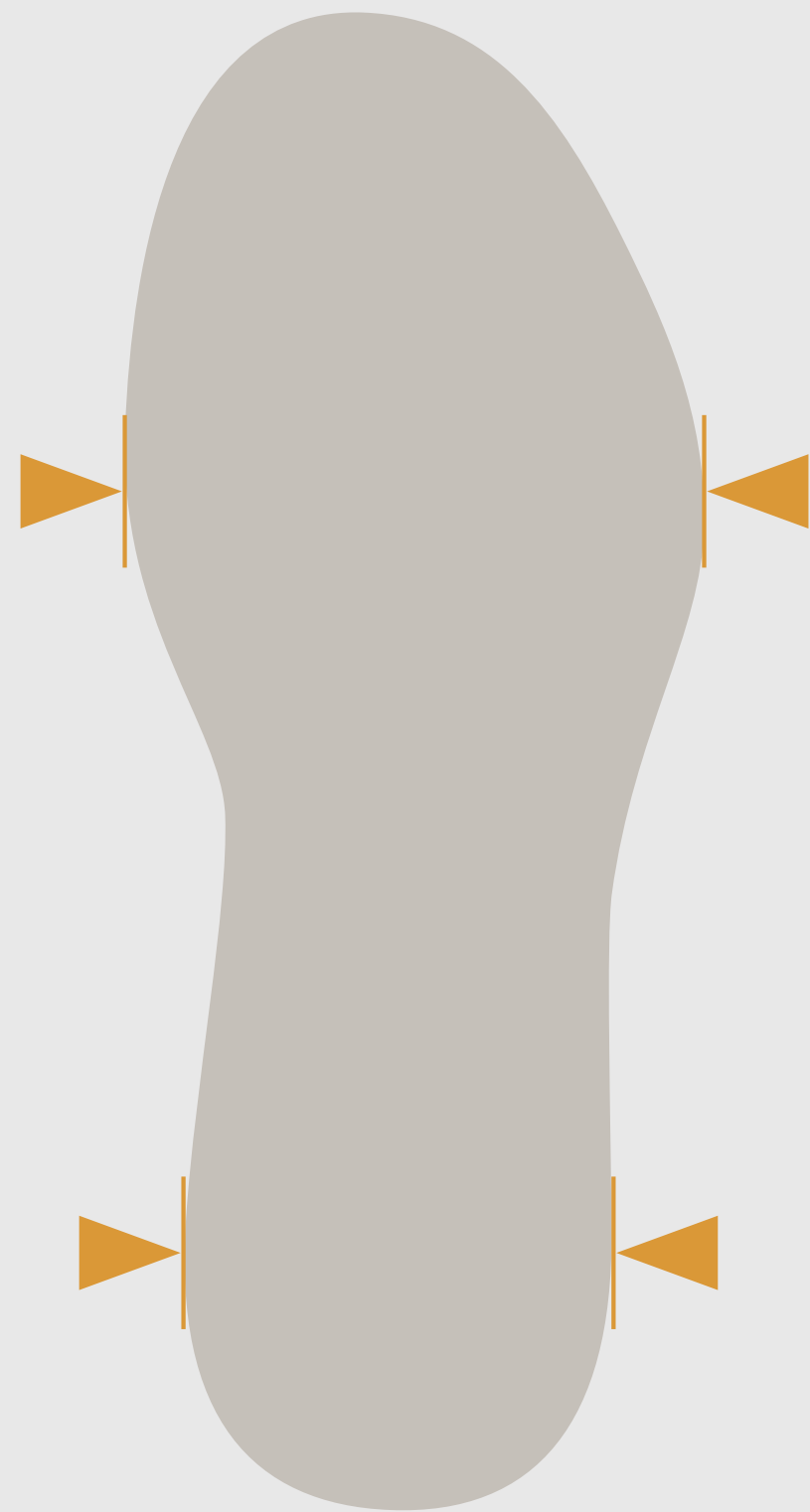
THE DESIGN

JAGUAR & JAGUAR SPORT

TOOLING

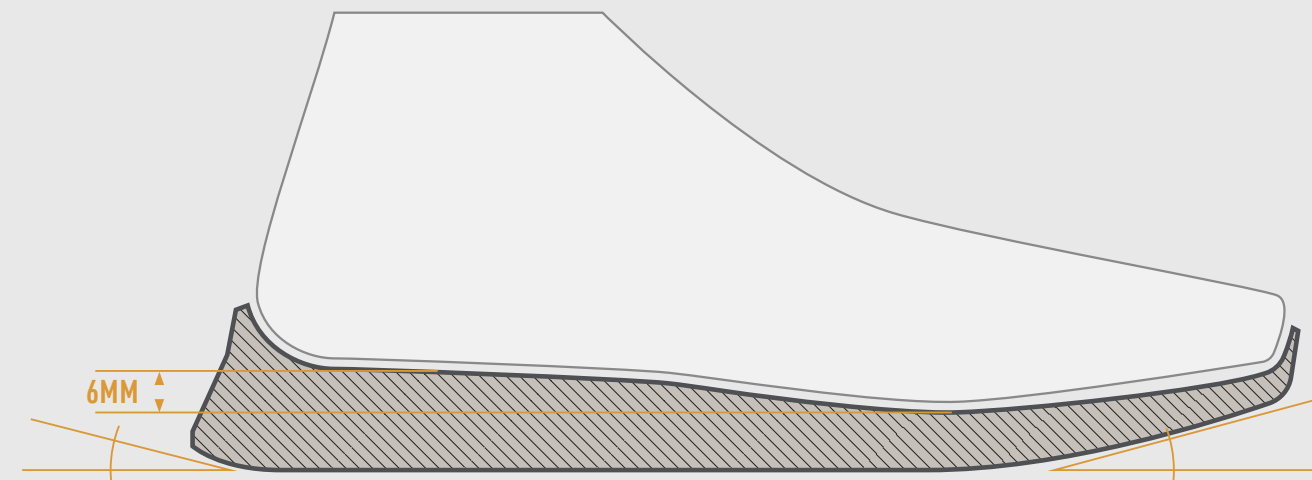
WIDE PLATFORM

Improved stability and balance
Secure foot placement on the ground



MODERATE HEEL TO TOE DROP

Flatter base, better connection with the ground



TAILORED HEEL AND TOE ROCKER

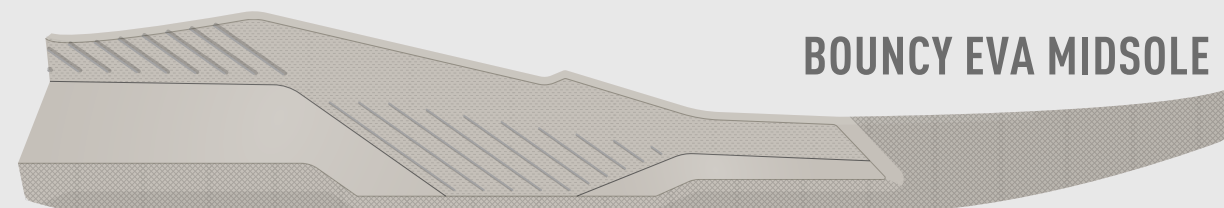
Strike the balance between a lifter and a runner shoe

3 PIECE TOOLING

Using a TPU heel clip and a soft midsole to achieve desired comfort and stability



TPU HEEL CLIP - STABILITY



BOUNCY EVA MIDSOLE

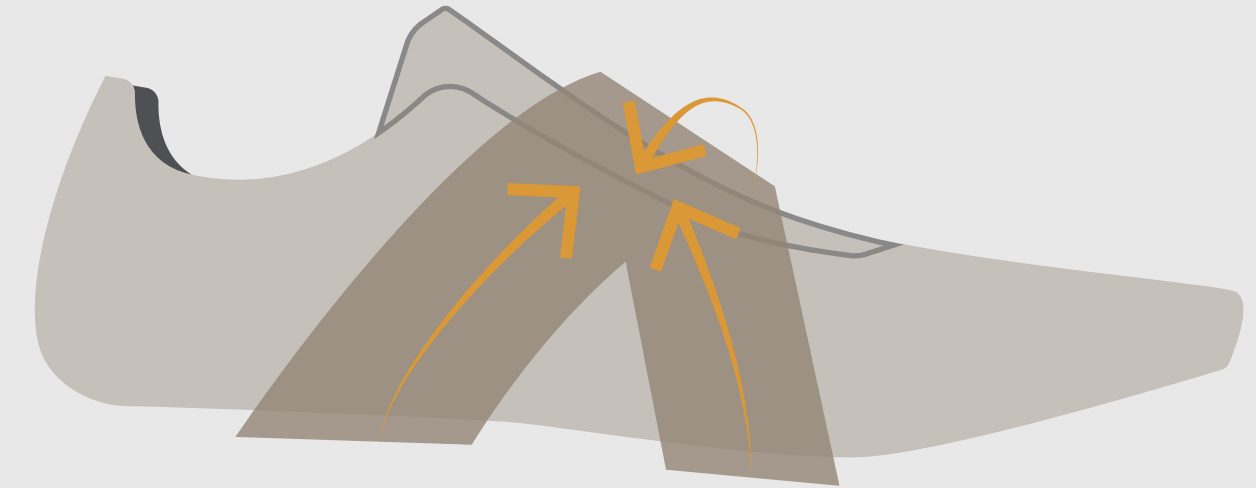


RUBBER WRAPS - FOREFOOT STABILITY

UPPER

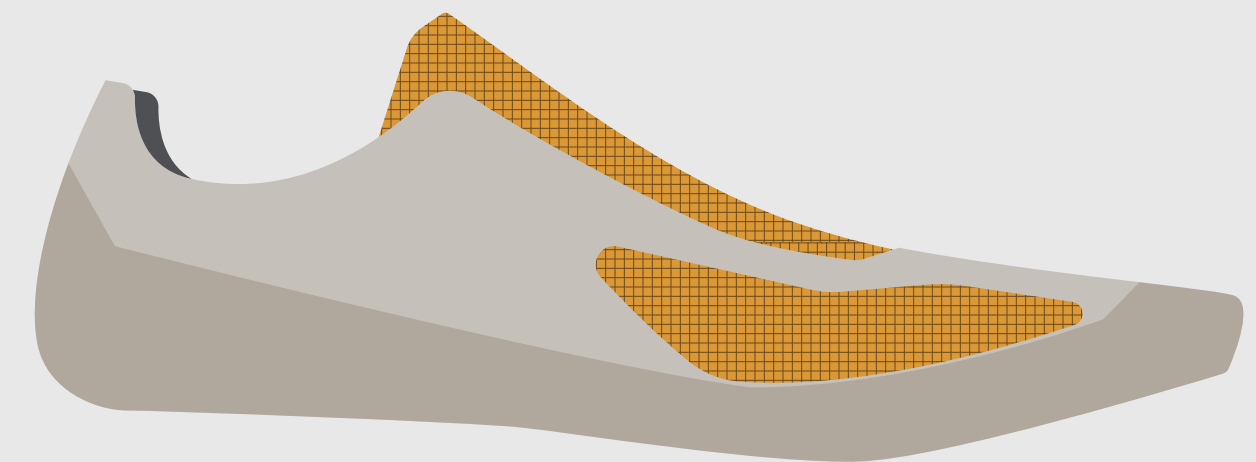
FIT

Lockdown - with focus on the midfoot
Greater stability and confidence during movements



ZONING

Designed with targeted zones for breathability and reinforced areas for abrasion resistance





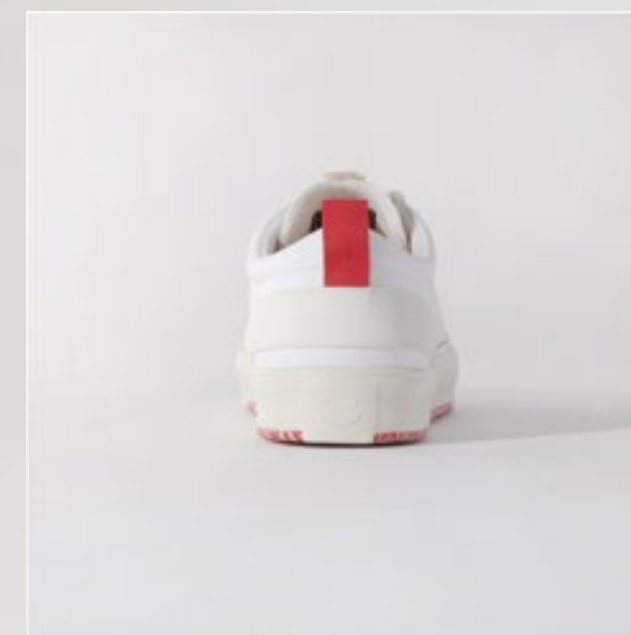
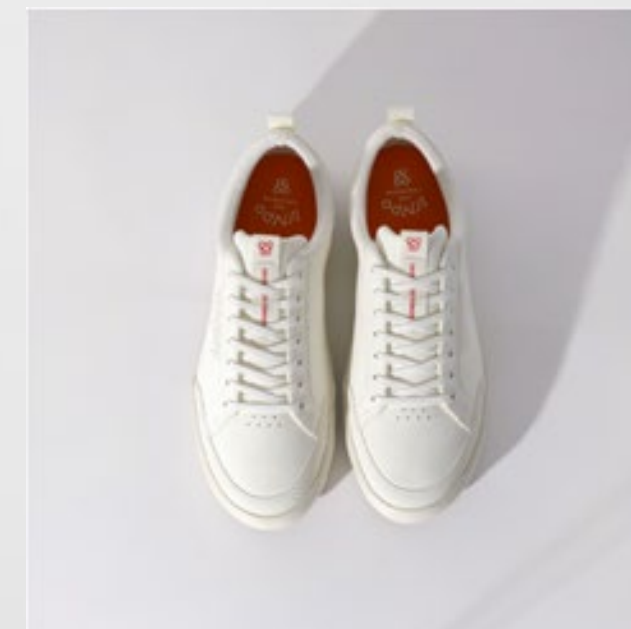
THE PRODUCT

NUVEN 2.1

NUVEN 2 is our take on the classic vulcanized sneakers — a style embraced by skate culture in the 1960s and '70s, and still going strong today.

Our original twist — and the key innovation in comfort and wearability — is the **SmoothFoam™** technology. Instead of traditional vulcanized construction, we've reimagined the sole with a

running-shoe-inspired design: an injected EVA midsole that delivers all-day cushioning and lightness, while preserving the casual look of classic vulcanized sneakers.



PARTY
BALLOON
RUBBER



RECYCLED
POLYESTER



MADE WITH
RECYCLED
MATERIALS



ORGANIC
COTTON



BIO-BASED EVA



RENEWABLE
ENERGY



VEGAN





THE PRODUCT

R \$ 4 6 5



NUVEN 2.1 Vanilla Rainbow

COLORWAYS



NUVEN 2.1 Cream



NUVEN 2.1 Vanilla Nylon





THE PRODUCT

R \$ 4 6 5



NUVEN 2.1 All Black

COLORWAYS

R\$498



NUVEN 2.1 High Black Bird

R\$465



NUVEN 2.1 Black Rainbow





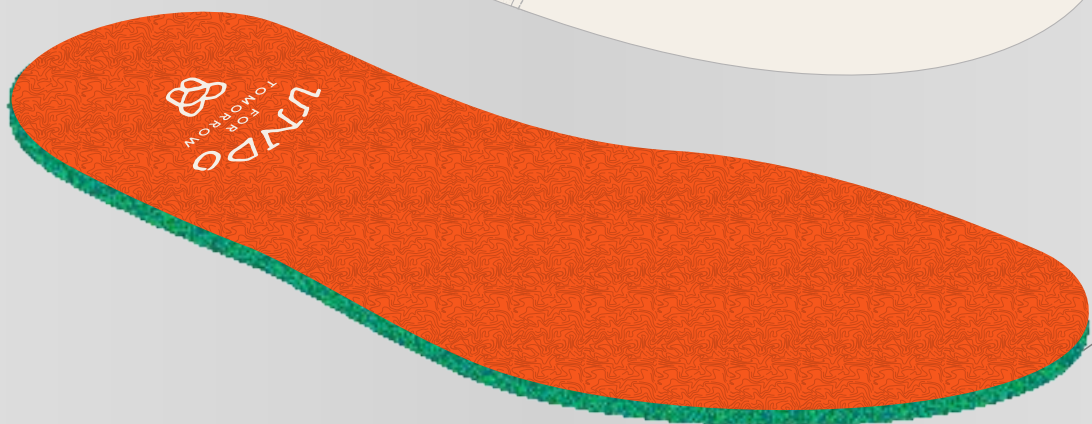
THE DESIGN

NUVEN 2.1



VEGAN UPPER, MADE FROM RECYCLED MATERIALS

Synthetic suede delivers a premium look and feel.
Toe cap and eyestay in durable microfiber for added longevity.
Cotton laces for a natural, comfortable touch.



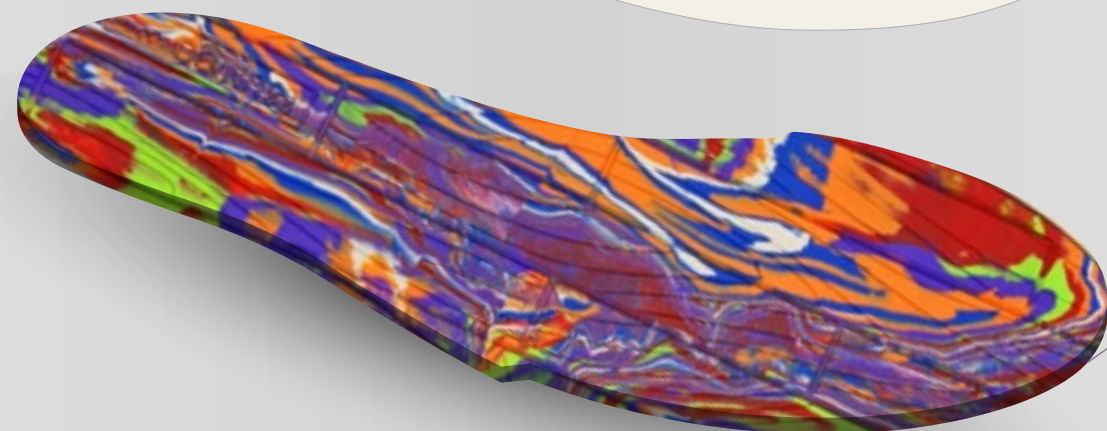
INSOLE

Foam insole made with antimicrobial materials
ensuring lasting comfort and freshness with every step.



SmoothFoam™

MIDSOLE INJECTED WITH I'M GREEN™ BIO-BASED EVA FROM BRASKEM
Renewable sugarcane-based material for high performance and low impact.
Lightweight. Comfortable. Energy-Returning. Sustainable.



RUBBER OUTSOLE

Sustainability at its core: we've developed a unique rubber material
made using waste from party balloon production
giving new life to discarded materials and creating a one-of-a-kind look.





THE PRODUCT

RIO

More than just inspired by the Marvelous City, the RIO is an open invitation to experience Rio de Janeiro in its fullest form — with your feet on the pavement, the hot sand, the wet stones, the worn cobblestones, and the winding hills that rise and fall between the mountains and the sea. Because in Rio, every step carries a rhythm. Packed with technology, this model features an enhanced **Smoothfoam™** midsole and a thicker insole with 6mm of foam — delivering cloud-like comfort with every step.

Every detail was thoughtfully designed to bring together style, attitude, comfort, lightness, and sustainability. The contrast between natural textures and high-tech finishes creates a unique identity — just like Rio de Janeiro itself.

PARTY
BALLOON
RUBBERRECYCLED
TIRESMADE WITH
RECYCLED
MATERIALSORGANIC
COTTONI'm
green
BIO-BASED EVARENEWABLE
ENERGY

VEGAN





THE PRODUCT

R \$ 4 5 0

COLORWAYS



RIO Vanilla Rainbow



RIO Camel



RIO White & Black



RIO Black Purple





THE PRODUCT

COLORWAYS

R\$450



RIO White Sand



RIO Bougainville



RIO All Black



RIO Dune



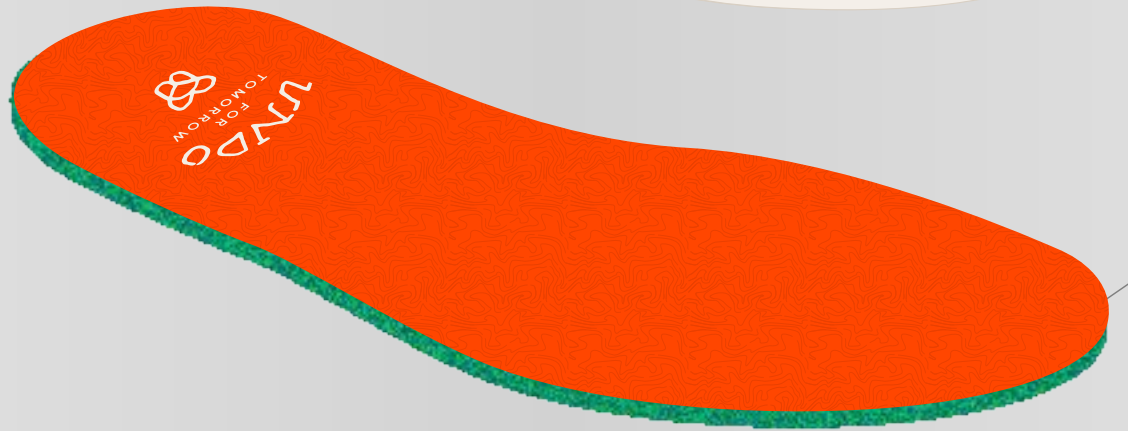


THE DESIGN

RIO



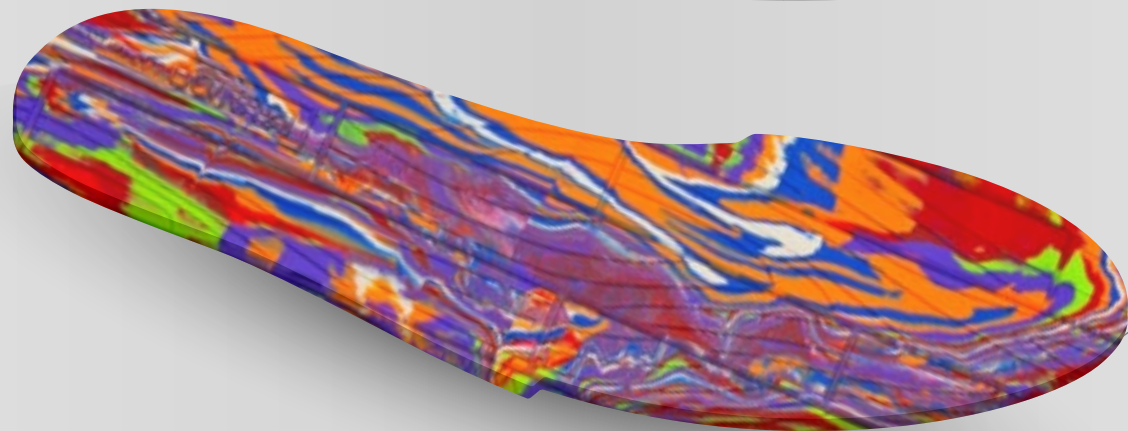
VEGAN UPPER, MADE FROM RECYCLED MATERIALS
Synthetic suede delivers a premium look and feel.
Toe cap and eyestay in durable microfiber for added longevity.
Cotton laces for a natural, comfortable touch.



INSOLE
Foam insole made with antimicrobial materials and 6mm of cushioning foam — ensuring lasting comfort and freshness with every step.



SmoothFoam™
MIDSOLE INJECTED WITH I'M GREEN™ BIO-BASED EVA FROM BRASKEM
Renewable sugarcane-based material for high performance and low impact.
Lightweight. Comfortable. Energy-Returning. Sustainable.



RUBBER OUTSOLE
Sustainability at its core: we've developed a unique rubber material made using waste from party balloon production giving new life to discarded materials and creating a one-of-a-kind look.





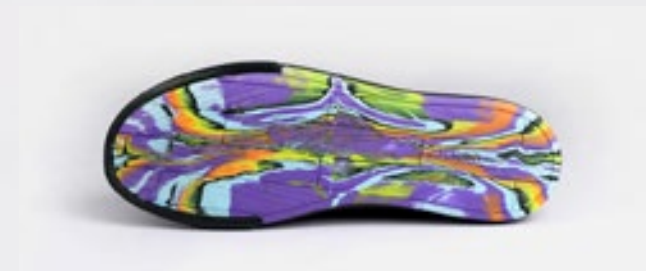
THE PRODUCT

EASY BREEZY

EASY BREEZY is our answer to the hottest days of summer. A casual sneaker that blends lightness, practicality, and minimalist design. Inspired by the clean aesthetic of contemporary streetwear, it was made for those who seek comfort without compromising on style.

Its standout feature is the knit upper — breathable and flexible, it adapts to your foot throughout the day.

The **SmoothFoam™** midsole technology delivers lightweight cushioning, making EASY BREEZY the perfect companion for your routine — from city streets to the office, and weekend getaways.





THE PRODUCT



EASY BREEZY Vanilla Rainbow

COLORWAYS



R\$428

EASY BREEZY Vanilla Cream



EASY BREEZY Prismatic Blue



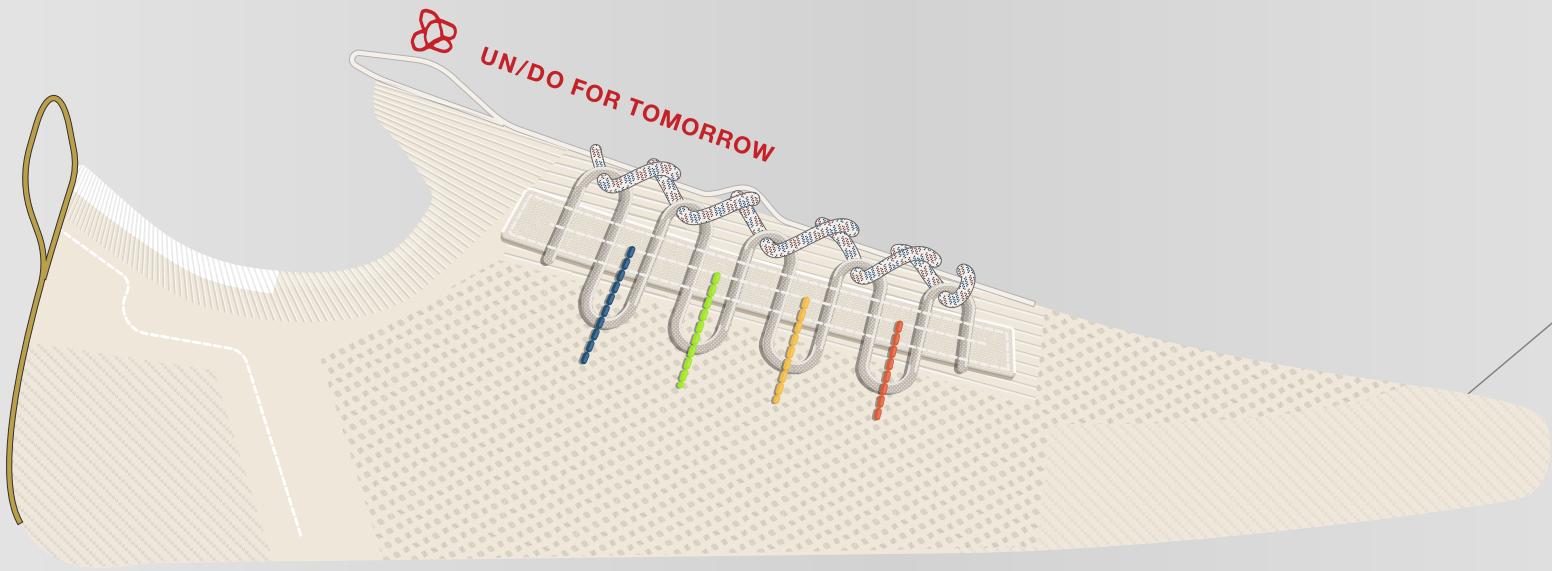
EASY BREEZY Galaxy Black



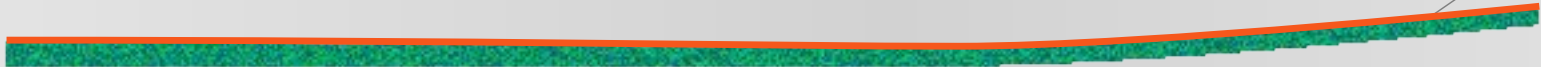


THE DESIGN

EASY BREEZY



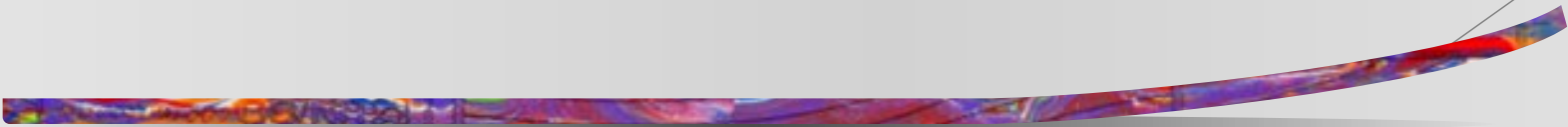
KNIT UPPER
Ultralight and flexible, this knit construction adapts to the shape of your feet throughout the day — delivering exceptional comfort and ideal breathability, even on the hottest days.



INSOLE
Foam insole made with antimicrobial materials ensuring lasting comfort and freshness with every step.



SmoothFoam™
MIDSOLE INJECTED WITH I'M GREEN™ BIO-BASED EVA FROM BRASKEM
Renewable sugarcane-based material for high performance and low impact. Lightweight. Comfortable. Energy-Returning. Sustainable.



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LOOKBOOK

RETAIL PRESENTATION

PRODUCT GUIDELINES

UN/DO FOR TOMORROW



OBRIGADO!

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