

blue heeler

go your own way

L O O K B O O K | 2 0 1 9 / 2 0 2 0

blue heeler

About us

Vibrant, contemporary Australian inspired workwear and fashion designs that accommodate any pursuit: Equestrian, Smart-casual or High street fashion are all considered and embraced by our extensive range of versatile footwear. Shoes for everyone who know what they want and expect only the best. Our iconic Aussie inspired Chelsea boots are one of our favourites, they are genuine, authentic and essential stylish classics.

Our roots

We are 100% Australian: blue heeler is a family business from Brisbane, Australia.

Founder, Ira Neumann, lives as an Australian in northern Germany. She has been in the shoe industry for more than 25 years and remains dedicated to providing footwear that is second to none. blue heeler was launched in Brisbane, Australia in 2010. An Australian brand that is relevant, vibrant and dynamic, uncompromising in style, perfection and quality. Ira aims to share her creative talent, envisaging original design concepts in footwear. blue heeler is now recognised as a world leader and will continue to become an integral part of every fashionable wardrobe.

Your shoes will be reliable, comfortable and able to go any distance with flare and fun. In character with the Blue Heeler, our shoes will be your fair dinkum friend for many years to come.

Our mission

Our brand is the embodiment of exquisite, authentic and down to earth Premium quality footwear. Though not the first to bring this Australian style, the smart-casual Chelsea boot, to Europe and the rest of the world, we have perfected the design, lifting it to new levels. Priding ourselves on sourcing superior quality materials for all our collections, we aim to deliver our contemporary, classic and stylish brand of footwear worldwide.

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Traditionally Handcrafted

Our shoes are traditionally handcrafted, impeccable workmanship ensures high wearing comfort and durability that will last and look fantastic for many years to come.



Made in Europe

We manufacture the majority of our shoes in Europe. The Portuguese are renowned for their traditional shoe-making skills. We have developed a fantastic working relationship here over the years, this has enabled us to design products that are leaders in the footwear industry worldwide.

Shortened transport routes, reduce costs so we can maximize affordability of our footwear for our valued customers

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100



Style:	Jackaroo	Art.Nr.:	100
Colour:	black black	Availability:	NOS
Upper:	leather	Lining :	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 50	Size kids:	28 -35
Range:	classic    		



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100GF



Style:	Jackaroo	Art.Nr.:	100GF
Colour:	black graphite	Availability:	SMU
Upper:	leather	Lining:	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 46		
Range:	classic ♀♂		



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101



Style:	Jackaroo	Art.Nr.:	101
Colour:	brown brown	Availability:	NOS
Upper:	leather	Lining:	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 50	Size kids:	28 - 35
Range:	classic ♀ ♂ 👤 👤		



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101GN



Style:	Jackaroo	Art.Nr.:	101GN
Colour:	brown green	Availability:	SMU
Upper:	leather	Lining :	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 50	Size kids:	28 -35
Range:	coloured club ♀♂ 👤👤		



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101PK



Style:	Jackaroo	Art.Nr.:	101PK
Colour:	brown pink	Availability:	LTD
Upper:	leather	Lining :	calf leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 43	Size kids:	28 -35 SMU
Range:	coloured club ♀ ♂ 👤 👤		



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101RD



Style:	Jackaroo	Art.Nr.:	101RD
Colour:	brown red	Availability:	SMU
Upper:	leather	Lining :	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 43	Size kids:	28 - 35
Range:	coloured club		♀ ♂ 👤 👤



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101NY



Style:	Jackaroo	Art.Nr.:	101NY
Colour:	brown navy	Availability:	NOS
Upper:	leather	Lining:	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 48	Size kids:	28 - 35
Range:	coloured club		♀ ♂ 👤 👤



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105PK



Style:	Jackaroo	Art.Nr.:	105PK
Colour:	grey pink	Availability:	LTD
Upper:	leather	Lining :	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 43	Size kids:	28 -35
Range:	coloured club ♀ 👤 👤		



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109GGR



Style:	Jackaroo	Art.Nr.:	109GGR
Colour:	pink graphite	Availability:	NOS
Upper:	leather	Lining:	leather
Outsole:	rubber	Insole:	PU removable
Sizes adult:	36 - 43	Sizes kids:	28 - 35
Range:	coloured club ♀ 👤 👤		



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104



Style:	Meryl	Art.Nr.:	104
Colour:	blue navy	Availability:	NOS
Upper:	leather	Lining :	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 46	Size kids:	28 -35
Range:	classic ♀♂🧑🧒		



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105GF



Style:	Meryl	Art.Nr.:	105GF
Colour:	grey grafite	Availability:	NOS
Upper:	leather	Lining :	calf leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 43		
Range:	classic women		



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106BK



Style:	Meryl	Art.Nr.:	106BK
Colour:	green black	Availability:	SMU
Upper:	leather	Lining :	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 43		
Range:	classic women		



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107



Style:	Meryl	Art.Nr.:	107
Colour:	red red	Availability:	LTD
Upper:	leather	Lining :	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 46		
Range:	classic ♀♂		



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111BN



Style:	Sydney	Art.Nr.:	111BN
Colour:	cognac brown	Availability:	NOS
Upper:	leather	Lining :	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 46	Size kids:	28 -35
Range:	classic ♀♂🧑🧒		



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111SK



Style: Sydney

Art.Nr.: 111SK

Colour: cognac | sky

Availability: LTD

Upper: leather

Lining: leather

Outsole: rubber

Insole: PU removable

Size adult: 36 - 43

Range: women trend



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112



Style:	Emma	Art.Nr.:	112
Colour:	turquoise navy	Availability:	SMU
Upper:	leather	Lining :	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 43	Size kids:	28 - 35
Range:	women trend		



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520



Style:	Outback	Art.Nr.:	520
Colour:	black	Availability:	NOS
Upper:	leather	Lining:	leather
Outsole:	pu	Insole:	gel removable
Size adult:	36 - 48		
Range:	work comfort ♀ and ♂		



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#522



Style:	Outback	Art.Nr.:	522
Colour:	guinness	Availability:	NOS
Upper:	leather	Lining :	leather
Outsole:	pu	Insole:	gel removable
Sizes:	36 - 48		
Range:	work comfort ♀ and ♂		



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#524



Style:	Outback	Art.Nr.:	524
Colour:	guinness	Availability:	NOS
Upper:	leather	Lining :	leather
Outsole:	pu	Insole:	gel removable
Sizes:	36 - 48		
Range:	work comfort ♀ and ♂		



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173NY



Style:	Pash	Art.Nr.:	173NY
Colour:	blue navy	Availability:	NOS
Upper:	leather	Lining :	leather
Outsole:	tpr	Insole:	PU removable
Size adult:	36 - 43		
Range:	women classic		



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175GF



Style:	Pash	Art.Nr.:	175GF
Colour:	grey graphite	Availability:	SMU
Upper:	nubuck leather	Lining:	leather
Outsole:	tpu	Insole:	PU removable
Size adult:	36 - 43		
Range:	women classic		



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175PK



Style:	Pash	Art.Nr.:	175PK
Colour:	grey pink	Availability:	SMU
Upper:	nubuck leather	Lining :	leather
Outsole:	tpr	Insole:	PU removable
Size adult:	36 - 43		
Range:	women trend		



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176GF



Style:	Pash	Art.Nr.:	176GF
Colour:	pink graphite	Availability:	LTD
Upper:	leather	Lining:	leather
Outsole:	tpr	Insole:	PU removable
Size adult:	36 - 43		
Range:	women trend		



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177RD



Style:	Pash	Art.Nr.:	177RD
Colour:	cognac red	Availability:	LTD
Upper:	leather	Lining:	leather
Outsole:	tpr	Insole:	PU removable
Size adult:	36 - 43		
Range:	women trend		



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178BN



Style:	Pash	Art.Nr.:	178BN
Colour:	brown brown	Availability:	NOS
Upper:	leather	Lining:	leather
Outsole:	tpr	Insole:	PU removable
Size adult:	36 - 43		
Range:	women classic		



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178PK

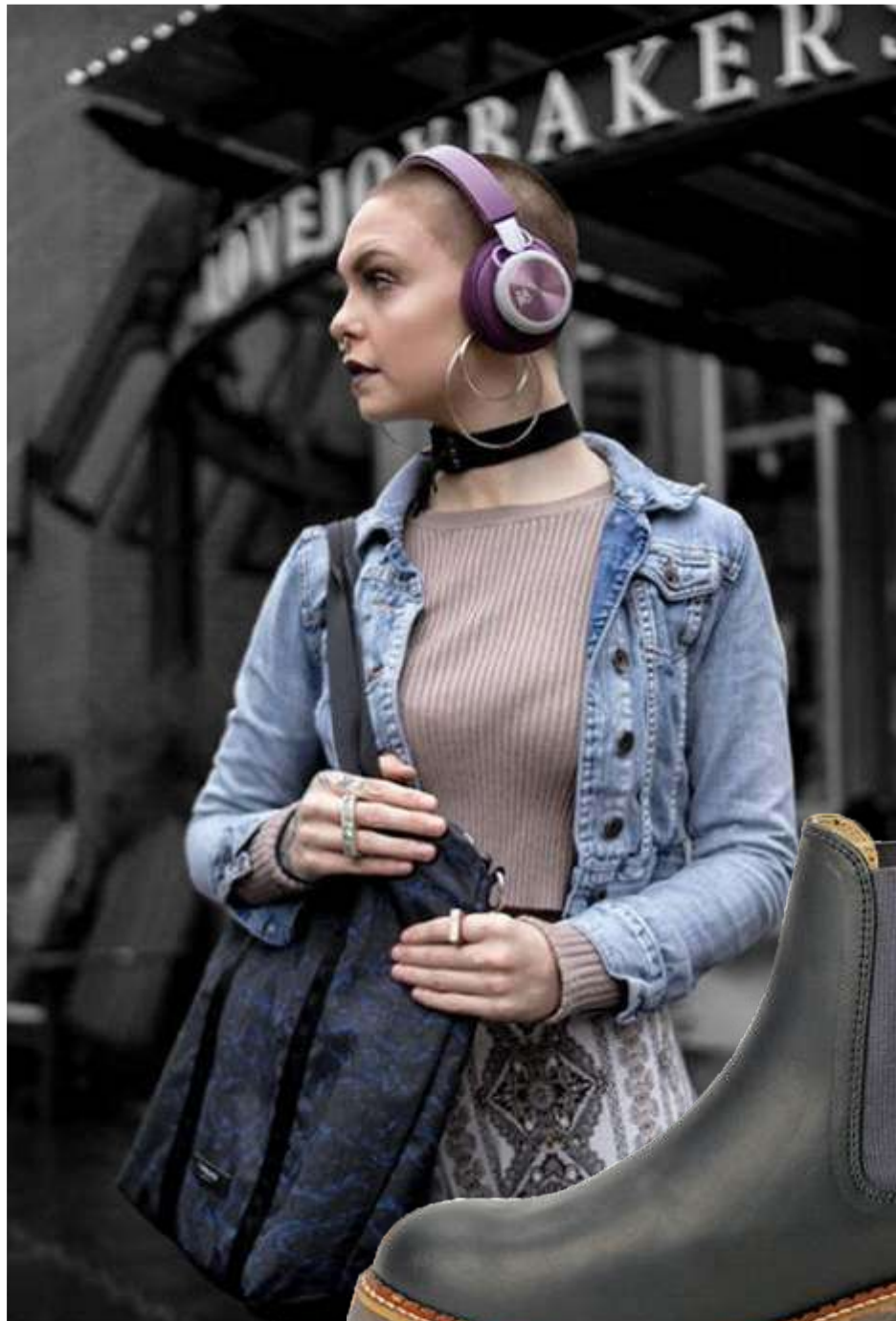


Style:	Pash	Art.Nr.:	178PK
Colour:	brown pink	Availability:	SMU
Upper:	leather	Lining :	leather
Outsole:	TPR	Insole:	PU removable
Size adult:	36 - 43		
Range:	women trend		



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179GF



Style:	Pash	Art.Nr.:	179GF
Colour:	black graphite	Availability:	NOS
Upper:	leather	Lining:	leather
Outsole:	TPR	Insole:	PU removable
Size adult:	36 - 43		
Range:	women classic		



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1790R



Style:	Pash	Art.Nr.:	1790R
Colour:	black orange	Availability:	SMU
Upper:	leather	Lining :	leather
Outsole:	tpr	Insole:	PU removable
Size adult:	36 - 43		
Range:	women trend		



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49111 - 49104 - 49100



Style: Mira

Availability: SMU

Upper: leather

Lining: leather

Outsole: PU

Insole: PU removable

Size adult: 36 - 43

Range: classic women

Art.Nr.: 49111

Colour: cognac



Art.Nr.: 49104

Colour: navy



Art.Nr.: 49100

Colour: black



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661SK - 663GF



Style:	Josslyn		
Art.Nr.:	661SK	Colour:	cognac sky
Art.Nr.:	663GF	Colour:	black graphite
Availability:	SMU		
Upper:	leather	Lining:	leather
Outsole:	rubber	Insole:	PU removable
Size adult:	36 - 43		
Range:	classic women		



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300-301



Style:	Newmann	Art.Nr.:	300 (black) 301 (guinness)
Availability:	NOS	Construction:	good year welted
Upper:	leather	Lining:	leather
Outsole:	leather	Insole:	leather
Sizes:	37 - 48		
Range:	classic ♀ and ♂		



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424-440



Style:	Windsor	Art.Nr.:	424 (nougat) 440 (black)
Availability:	NOS	Construction:	stitched to upper
Upper:	leather	Lining:	leather
Outsole:	leather	Insole:	leather
Sizes:	37 - 48		
Range:	classic ♀ and ♂		



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190



Style:	Longreach	Art. Nr.:	190
Colour:	chestnut	Availability:	SMU
Upper:	imprinted leather	Lining :	leather
Outsole:	rubber	Insole:	PU removable
Sizes:	36 - 46		
Range:	classic ♀♂		



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881 - 881NY - 881PK

WOMBAT

Style: Wombat

Availability: SMU

Upper: leather

Lining: leather

Outsole: PU

Insole: PU removable

Sizes: 10 - 5 (28 - 38)

Range: classic  

Art.Nr.: 881 | Colour: guinness/brown,
also available with fleece liner
(Art.Nr. 881BNL)



Art.Nr.: 881NY | Colour: guinness/navy



Art.Nr.: 881PK | Colour: guinness/pink



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880 - 880BY - 880RB

TASMAN DEVIL

Style:	Tasman Devil	Availability:	SMU
Upper:	leather	Lining :	leather
Outsole:	PU	Insole:	PU removable
Sizes:	10 - 5 (28 -38)		
Range:	classic  		

Art.Nr.: 880 | Colour: black/black,
also available with fleece liner
(Art.Nr. : 880BKL)



Art.Nr.: 880BY | Colour: black/berry



Art.Nr.: 880RB | Colour: black/royal



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Our service is our success

- Available ex stock
- No minimum purchase surcharge
- free choice of size range
- Huge NOS Programme
- Quick processing
- 1A customer service
- Solution orientated
- Orders above €600,00-freight free
- We offer pick and pack for online stores

Our merits

- Made in Europe
- Work boot range made in India
- European leather
- Quality leather craftsmanship
- Natural materials
- All styles with exchangeable insole
- Mostly unisex styles