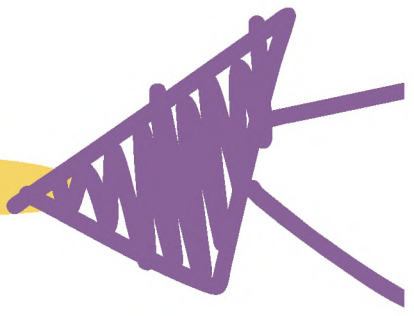


ABOUT US

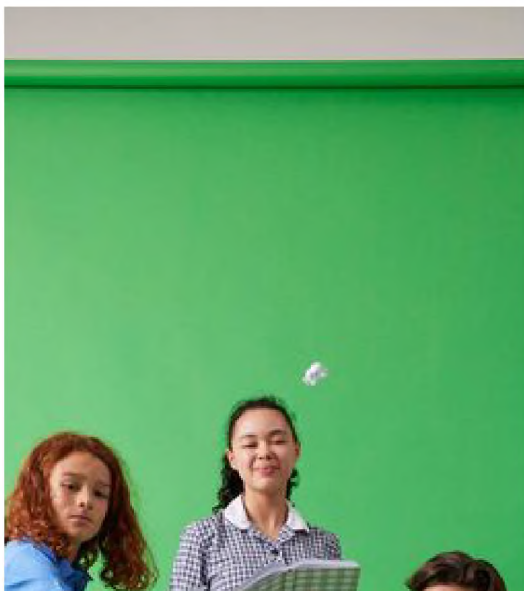


SUSTAINABILITY



ALPHA's School Shoes: Crafting a Sustainable Path with the ALPHA Dux

Welcome to ALPHA's world, where our vision of sustainability finds its expression in the corridors and playgrounds of schools. Our latest innovation, the ALPHA Dux, stands as a testament to this commitment, leading the charge in our eco-friendly footwear range.



#1

**Understanding the
Environmental**



Footprint of School Shoes

The school shoe market is vast, with millions of pairs purchased each year. This high demand has profound implications for environmental sustainability, particularly considering the frequent need to replace shoes as children grow.

#2

Introducing the
ALPHA Dux: A
Beacon of
Sustainability



The ALPHA Dux is our pioneering step in this journey. As the only sustainable style in our range currently, it sets a precedent for what's to come. This shoe isn't just about enduring style and comfort; it's about making a positive impact on the planet. The ALPHA Dux is crafted using a blend of eco-friendly materials, including recycled leather, recycled Ethylene Vinyl Acetate (EVA), recycled polyester, and recycled rubber. These materials significantly reduce our ecological footprint, proving that sustainability and quality can go hand in hand.



#3

A Commitment to Expanding Sustainable Choices

While the ALPHA Dux leads our sustainable range, it's just the beginning. We are actively working towards expanding our collection to include more eco-conscious options. Our goal is to transition the entire ALPHA range to more sustainable materials and practices, ensuring that each pair of shoes reflects our commitment to the environment.

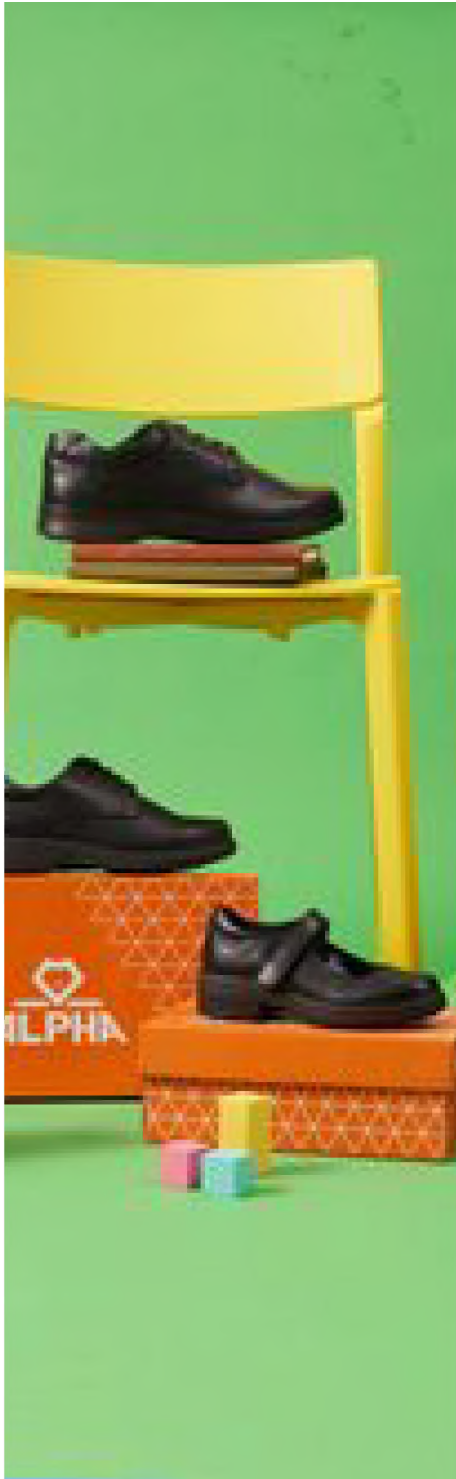


#4

The Role of Recycled Rubber in Our Shoes

An essential component of the ALPHA Dux is recycled rubber. This material not only provides durability and grip but also represents our dedication to reusing materials that would otherwise contribute to waste. By incorporating recycled rubber, we're taking a significant step towards more responsible production processes.





#5

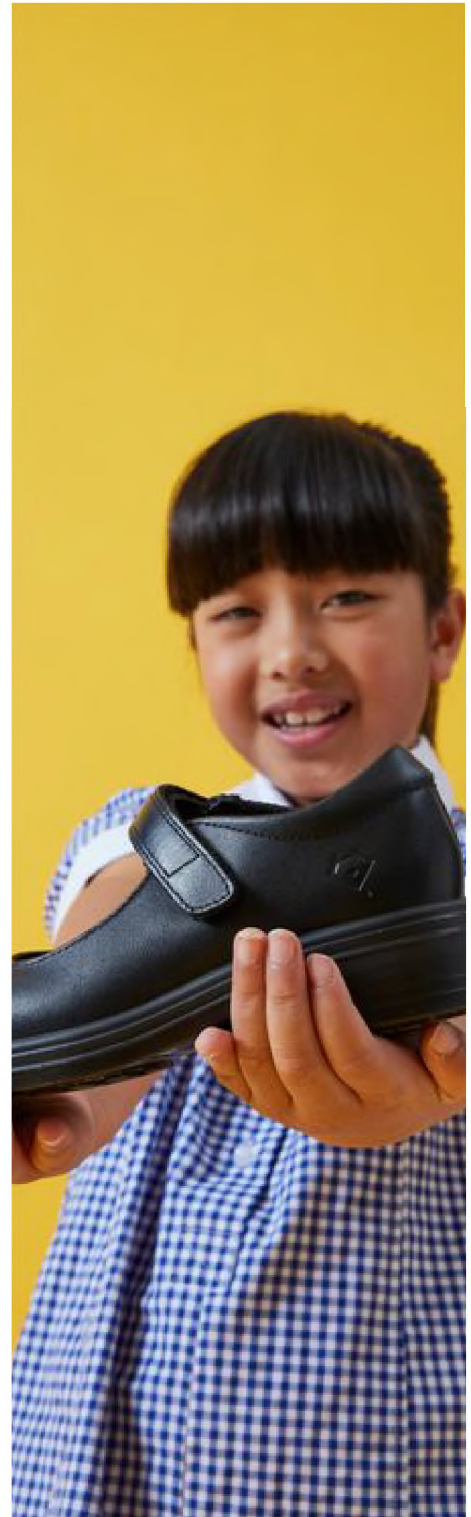
Empowering the Next Generation with Sustainable Choices

Choosing the ALPHA Dux is more than a decision about footwear; it's a lesson in environmental responsibility for our children. By opting for shoes made from recycled materials, parents and children join a movement that values the planet as much as it does style and comfort.

#6

Join the ALPHA Journey Towards a Greener Future

We invite you to be part of this exciting transition. Embrace the ALPHA Dux today and join us as we expand our range to include more sustainable footwear options. Together, let's walk towards a greener, more responsible future, where every step counts in making a positive impact on our world.





SHOP

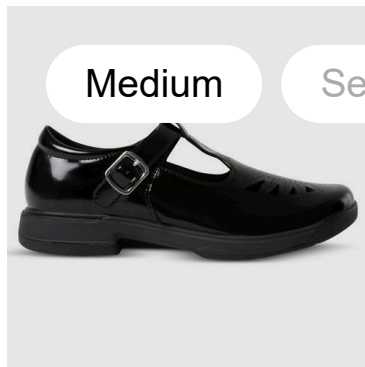
THE

RANGE



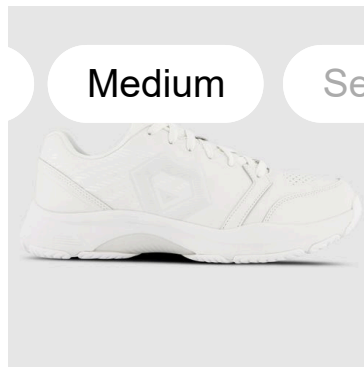
**ALPHA ZAHLI 2
JUNIOR GIRLS
BLACK**

\$129.99



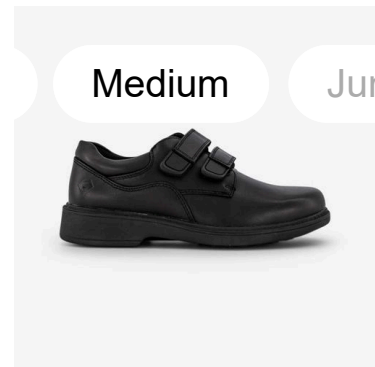
**ALPHA
CAPTAIN
SENIOR (2E
WIDE) BOYS
SCHOOL
SHOES**

149.99



**ALPHA ROSIE
SENIOR GIRLS
SCHOOL
SHOES**

\$159.99



**ALPHA ZAHLI 2
SENIOR GIRLS
BLACK**

\$149.99



**ALPHA STRIKE
TRAINER
WOMENS**

\$169.99

**ALPHA MILO
KIDS UNISEX
BLACK**

\$114.99

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